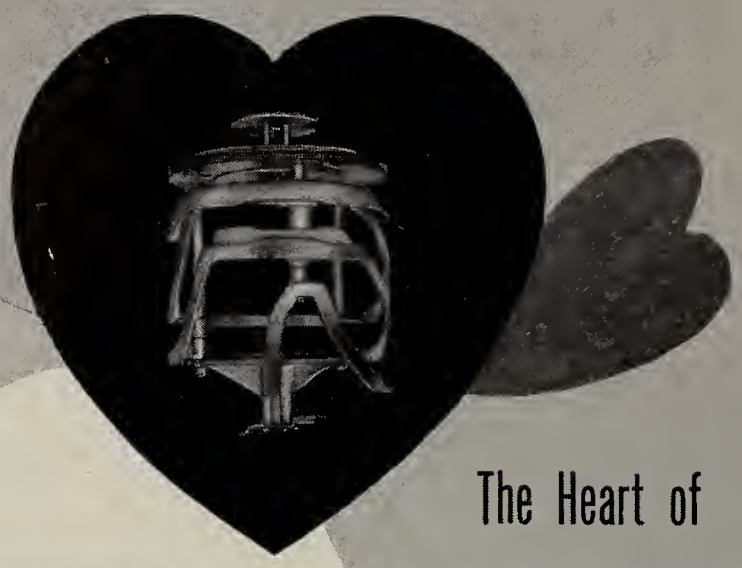
THE CASH BOX

VOLUME 12, NUMBER 43 JULY 21, 1951

"...CASHBOX, BIBLE OF JUKEBOX INDUSTRY, PICKS DON CHERRY'S DECCA RECORD 'VANITY AND POWDER BLUE' NO. 1 HIT"

Marking the first time in the history of the music business that a disk has been plugged in this way, a running light sign on the top of the Brill Building, Tin Pan Alley Headquarters on Broadway, flashes the above copy every six minutes. Visible to everyone walking up the street, this announcement of THE CASH BOX pick of Don Cherry's Decca recording of "Vanity", published by Jefferson, and "Powder Blue", published by Forster, introduces a new gimmick to song exploitation. The value of the sign from a record and sheet music viewpoint has proven itself beyond all expectations.

the old love . . . .
still the true love
of operators all over the world. Since 1935 most dependable Phonograph of them all.



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the Rocket Phonograph
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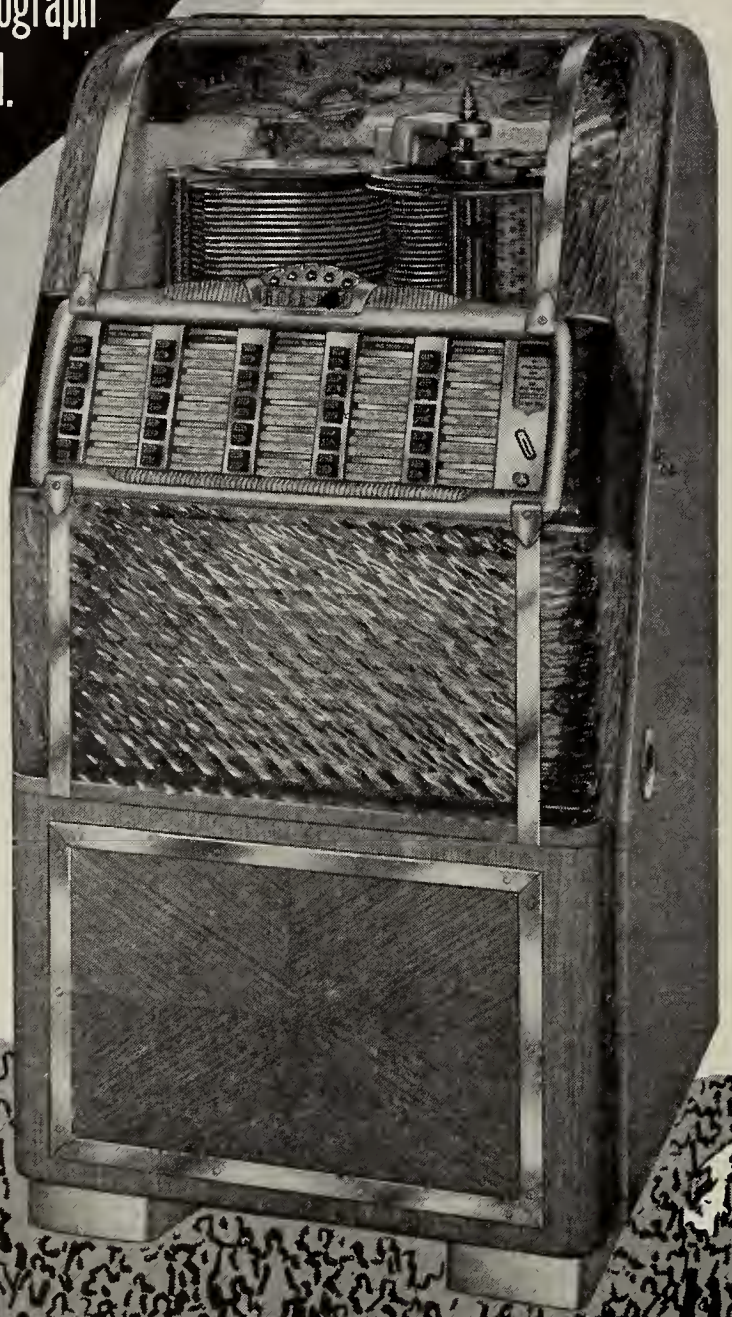

Model 1432—either 78 or 45 RPM

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OUR 9th YEAR

The fatalities among publications becomes ever more drastic as each year goes by.

Someone once said that when, and if, a publication passes its fifth year, it has a better chance to survive than at any time prior to that period in its history.

When it reaches its tenth year, this same statistician is reported to have said, the chances of its remaining in business are "very good."

He is also quoted as saying, "When a publication passes its twenty-fifth year, there is no doubt any longer that it will remain in business for a great many times twenty-five."

We've only reached our "Ninth Year."

To us—that's a long, long time.

We were born during one of the most tragic wars in the world's history—World War II.

We fought hard to stay in business, while the war was on, and we came thru, with what people now tell us were "flying colors."

There were some who said that we were finished, when the war was over. The expression they used, and that was rather popular at the time was, "Well, there's another 'war baby' going by the wayside."

Surprisingly to those people and, perhaps, to many others, *The Cash Box* has continued onward.

Simply because this publication likes to tell the truth. Encourages, but, like a "Dutch uncle," stubbornly sticks to what's best for all concerned by telling the trade what's wrong.

Yet, doesn't criticize just for the sake of criticism. Always offers "constructive criticism," of a nature which has been responsible for many better business methods now in vogue thruout the entire field.

This is one publication that has dared to make predictions. That has, in a few instances perhaps, crusaded for what it believed were the "rights" of the "little people" of the industry. And has been extremely successful in those crusades.

Simply because the plans back of each move were honorable. Above board. Told the truth to people who, tho they might have sometimes been hurt and embarrassed, recognized these were "facts" and, many times very quietly, cured situations which would, otherwise, have continued on and on and on and the industry would have continued to fight them as time went by.

Operators by the hundreds have sworn allegiance to *The Cash Box*. Only because they realize (and many of them actually know) that *The Cash Box* has, many, many times in the past, sacrificed much advertising revenue, only to do them good.

Why? Because *The Cash Box* realized that if the operator was healthy and wealthy—the entire industry would be healthy and wealthy.

If the operator was broke, then there couldn't ever be a healthy and wealthy industry.

In short, the foundation of this, or any business, has to be "solid," before anything of an enduring nature can be built upon it. Don't ever try to build a house on a pile of sand, someone once said.

The Cash Box has, in its short nine years of life, produced the greatest ideas and suggestions to benefit this industry—which have ever been introduced to the coin operated machine field.

This is most completely, wholeheartedly and solemnly agreed to by all in this business.

Operator after operator has written to state that, "*The Cash Box* is the '*Bible*' of the industry."

Nor is the operator alone in this statement. Jobbers, distributors, manufacturers, suppliers, and all allied to the field, admit this to be *FACT*.

Leaders of the industry have stated time and again that:

"The only place we can go to learn more about our business, learn what coin machine people are doing everywhere in the nation, is to *The Cash Box*. *The Cash Box* is really a truly world-wide publication for coin machines."

The editorialists of this publication could go on for hour after hour with statements equal to, or even more flattering, than the above.

But, that at this very moment, is not what we started out to write about.

We just wanted to tell you—and you—and you—that we thank you. Most sincerely. And from the very bottom of our hearts—for helping us to realize our Ninth Anniversary as the most outstanding weekly magazine in the history of this industry.

What's more, *The Cash Box* is a publication that, each week, is completely, exclusively and solely devoted to the best interests of this industry—and *THIS INDUSTRY ONLY*.

THE CASH BOX

Volume 12, Number 43

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by *The Cash Box*.

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THE CASH BOX IS RECOGNIZED by various associations of coin machine operators throughout the United States as their "official" weekly magazine.

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"THE CONFIDENTIAL PRICE LISTS"

"The Confidential Price Lists" are the one and only officially recognized price guide of all new and used machines in the United States. *"The Confidential Price Lists"* are an exclusive, copyrighted feature of *The Cash Box*. *"The Confidential Price Lists"* report each week's low and high prices for all new and used coin operated machines, regardless of age, listing all market changes, and continually adding on all the new equipment as this equipment is announced to the industry. *"The Confidential Price Lists"* are recognized by many cities and states throughout the country as the "official price book of the coin operated machines industry". They are an integral part of *The Cash Box* and appear in each week's issue. *"The Confidential Price Lists"* are officially used in the settlement of estates, for buying, selling and trading of all coin operated equipment, and are also officially recognized for taxation purposes. *"The Confidential Price Lists"* are used by finance firms, factors, loan companies, bankers and other financial institutions to guide them in making loans to members of the coin operated machines industry. They have been legally recognized in courts throughout the United States and Canada. *"The Confidential Price Lists"* have been acclaimed by the coin operated machines industry. Entire business transactions and legal cases are based upon the quotations appearing in *"The Confidential Price Lists"*.

THE CASH BOX

NINTH ANNIVERSARY

Nine years ago there came into being a most unique publication . . . Devoted to a sincere belief that this industry desired a true, honest and fearless medium it could exclusively call its own . . . Conceived with the purpose of meeting the problems of this industry during the tragic war period to help make strong and solid a nucleus of men to act as a base for greater growth and future development in the postwar era . . . Dedicated to bringing to the fore constructive ideas and better business methods and generally aiding, thru intelligent effort, the greater growth of this business.

These past nine years have been truly eventful . . . The trade knows today of the great acceptance and phenomenal growth of The Cash Box . . . This is solely attributed to the wholehearted and intelligent support which the subscribers to this medium have put forth to solidly establish a publication which would work for this business . . . and this business exclusively . . . quietly, confidentially and fearlessly.

LOOKING AHEAD!

The other day this publication received a letter suggesting that we go back over the nine years since *The Cash Box* came into being.

But, after much thought on the subject, the opinion of those who compose *The Cash Box* each week was that it would be much better, if we went out on the limb, and looked ahead—instead of looking back.

Predictions are, generally, just so much guesswork. Few can foretell the future with any exactitude. Yet, there are some who look into history, who have faith in people and who can, thereby, hazard a prediction for the years to come.

In the first place, there is now no doubt anymore but what this will be an entirely different industry from what it is today, nine years from now.

The fact remains that the type of equipment on which many of the amusement machines of the industry were based, is now out of existence. Such equipment will, in time, be forgotten by the greater majority.

Therefore, new, better, more amusing and more entertaining types of amusement machines, will be created in the future.

There is a general feeling among some, especially those who like to look into history, that there will be a return, eventually, to the larger sized, more athletic type equipment.

This is based on the belief that the success of the bowling games, including the shuffleboards, opened the path as well as the thoughts of many to the larger, more athletic type machines, with easy-to-understand, familiar entertainment.

That is a prediction. It is very difficult to judge whether any such trend has yet developed. But, it is noticeable that many of the first machines which clicked this year, and the latter half of last year, were athletic type games.

Music, too, has many problems facing it in the years to come. There is no doubt that television will reach its rightful place in the sun. TV programming which, in the great maority of cases, is as yet amateurish, will suddenly turn to more interesting and outstanding features and methods.

Hard as the movies are trying to stay out of TV they, too, will eventually have to succumb. The profit potential for them is tremendous.

Slowly, one after the other, special films will be created for TV. This will, as can be expected, further cut down on attendance at the movie theatres thruout the nation.

The moving picture theatres, at least the larger and more impressive, everywhere in the nation, should change now to "merchandising theatres" while they can.

This means allotting their space to advertising displays, sales counters, cocktail lounges, etc., and allow the public to see the picture only for the tax cost.

With all this coming about, everyone engaged in the automatic music industry, hopes for progress that will keep step with the entertainment changes that are already taking place.

Some are of the gloomy belief that the automatic phono has seen its best years. Others believe that it will first begin to really see good times as ingenious manufacture brings about new developments and as TV, superseding radio, creates demands for new tunes.

Whatever the future of the automatic music industry, like that of the automatic amusement games industry, both are based on keeping step with the changing times and quickly creating new, original, more interesting and more entertaining products so that coin operated entertainment, in all of its forms, will progress along with all entertainment generally.

One great advantage which coin operated equipment has over any of the other popular forms of entertainment, is that it is portable. and because it is portable, it has a decided advantage over any other commercial entertainment in any field. It can be moved anywhere, at anytime, without too much effort, or expense.

That has always been one of the big advantages of coin operated commercial entertainment.

The juke box has always been basically sound. Simply because it allowed the people to play the tune they best liked for as long as they liked.

There has never been anyone shilling the play. The public walk up to the coin operated musical instrument with their coin in hand and can choose whatever tunes they like best.

No one forces them to listen to any one certain tune. This is the public's own music, as the public prefers it, and for as long as the public wants to play it.

The same is true of coin operated amusement games. These have been extremely relaxing and, like automatic music, extremely economical.

The very economy of coin operated entertainment has won it so tremendous a following.

But, amusement via the coin chute, goes even further. It relaxes. It thrills. It appeals. It relieves worries and burdens.

That, in itself, is a tremendous achievement for any commercial entertainment.

The years to come will see even more entertaining, and more appealing equipment. There may again be a return to many old, known and proved entertainments. A new generation is born. These will come in larger, more athletic-type play machines. The industry will gradually turn back to greet the new generation with the best of the old.

This industry will, in the years to come, grow larger. But, at the same time, it will become a closer, tighter industry. It will have passed thru a great deal of its growing pains, which it has been enduring these past twenty years, since the birth of the first popular priced pinball games.

It was these early, popular-priced games, that brought many, many thousands of peoples into this business, and these peoples invested many hundreds of thousands of dollars.

The shake-down period has been going on since the end of the war. There has, since then, been a big turnover in the people who originally started this industry.

Sales have been made in an entirely different and much more conservative fashion.

Where a few dollars would have started any man on a career in this business prior to World War II, today it requires many thousands of dollars to do the same.

Other changes, which are apparent to all who have been engaged in the industry, for from fifteen to twenty years or longer, also indicate the type of business which this industry will enjoy in the years to come.

Suffice it to say, in conclusion, that this business of coin operated entertainment, in all its many forms, will exist for years and years to come.

Will grow greater. Will see a much bigger industry than exists today. Will see changes no one has yet dreamed of or even at present, envisions.

There is a very great and shining tomorrow ahead.

POPCORN

A Top Corn (tune) ... Gone Pop!!!

"COLD, COLD HEART"

by

Tony Bennett

with PERCY FAITH and his Orchestra
COLUMBIA
39449

COLUMBIA RECORDS

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To *The Cash Box* By Leading Music Operators Throughout The Country.

Record Companies Listed Alphabetically

45 rpm numbers in parenthesis

CODE

AB—Abbey	DY—Derby	PE—Peacock
AL—Aladdin	4 Star—Four Star	PR—Prestige
AP—Apollo	FE—Federal	RA—Rainbow
AT—Atlantic	IN—Intro	RE—Regent
BU—Bullet	JU—Jubilee	RG—Regal
CA—Capitol	KI—King	SA—Savoy
CH—Chess	LO—London	SIT—Sittin' In
CO—Columbia	ME—Mercury	SP—Specialty
CR—Coral	MG—MGM	TE—Tempo
DA—Dana	MO—Modern	TW—Tower
DE—Decca	NA—National	VI—Victor
	OR—Oriole	

Pos. Last Week

1 **TOO YOUNG**
NAT "KING" COLE — 1

CA-1449 (F-1449)—King Cole
CO-39271 (4-39271)—Toni Arden
CR-60393 (9-60393)—Denny Vaughn
DE-27569 (9-27569)—Patty Andrews
DE-27366 (9-27366)—Victor Young
ME-5599 (5599x45)—Richard Hayes
MG-10920 (K10920)—Johnny Desmond
VI-20-4105 (47-4105)—Fran Allison

2 **JEZEBEL**
FRANKIE LAINE — 2

CO-39267 (4-39267)—Frankie Laine
ME-5622—Allen Greene
ME-5620—Alexander Brothers

3 **ROSE, ROSE, I LOVE YOU**
FRANKIE LAINE — 4

CA-1532 (F-1532)—Lou Ella Robertson
CO-39367 (4-39367)—Frankie Laine
CO-39420 (4-39420)—Miss Hue Lee
CR-60484—Mitchell Trio
DE-27594 (9-27594)—Gordon Jenkins
LO-1029 (45-1029)—Benny Lee
MG-10978 (K10978)—Art Lund
VI-20-4135 (47-4135)—Buddy Morrow O.

4 **HOW HIGH THE MOON**
LES PAUL & MARY FORD — 3

CA-1451 (F-1451)—Les Paul & Mary Ford
CO-39145—Erroll Garner
DE-24513 (9-24513)—Lionel Hampton O.
MG-30303 (K-30303)—David Rose

5 **MY TRULY, TRULY FAIR**
GUY MITCHELL & MITCH MILLER—VIC DAMONE — 7

CA-1583 (F-1583)—Ray Anthony
CO-39415 (4-39415)—Guy Mitchell
CR-60514 (9-60514)—Georgie Aid
DE-27630 (9-27630)—Russ Morgan
LO-1050 (45-1050)—Dick James
ME-5646 (5646x45)—Vic Damone
MG-10984 (K10984)—Art Mooney
VI-20-4159 (47-4159)—Freddy Martin

6 **ON TOP OF OLD SMOKY**
THE WEAVERS & TERRY GILKYSON — 5

CO-39328—Burl Ives
CR-60436 (9-60436)—George Cates O.
DE-27515 (9-27515)—Weavers & Terry Gilkyson
LO-1028 (45-1028)—Josh White
ME-5612 (5612x45)—George Shrave O.

7 **THE LOVELIEST NIGHT OF THE YEAR**
MARIO LANZA — 10

CA-1408 (F-1408)—Helen O'Connell
CO-39192 (4-39192)—Percy Faith
DE-27507 (9-27507)—Fred Waring
DE-27583 (9-27583)—Ethel Smith
LO-937 (45-937)—Anne Shelton
MG-30352 (K30352)—Ann Blyth
VI-10-3300—Mario Lanza

8 **MISTER AND MISSISSIPPI**
PATTI PAGE — 8

CA-1521 (F-1521)—Tennessee Ernie
CO-39371 (4-39371—Gene Autry
DE-27259 (9-27259)—Mills Bros.
ME-5647 (5647x45)—Rex Allen
ME-5645 (4645x45)—Patti Page
VI-20-4140 (47-4140)—Dennis Day

9 **SOUND OFF**
VAUGHN MONROE — 6

CO-39413 (4-39413)—DePaur's Inf. Ch.
DE-27054 (9-27054)—Jerry Gray
DE-27608 (9-27608)—Jerry Gray
VI-20-4113 (47-4113)—Vaughn Monroe

10 **MOCKIN' BIRD HILL**
LES PAUL & MARY FORD—PATTI PAGE — 9

CA-1373 (F-1373)—Les Paul & Mary Ford
CR-64061 (9-64061)—Pinetoppers
DE-27444 (9-27444)—Russ Morgan
LO-851 (30296)—Marlin Sisters
ME-5552 (5552x45)—Tiny Hill
ME-5595 (5595x45)—Patti Page
VI-21-0396 (48-0396)—Britt & Allen

11) I'M IN LOVE AGAIN. 12) PRETTY EYED BABY. 13) I GET IDEAS. 14) UNLESS. 15) COME ON-A MY HOUSE. 16) I APOLOGIZE. 17) BECAUSE OF YOU. 18) SOMEBODY (MGM 19) THESE THINGS I OFFER YOU. 20) WANG, WANG BLUES. 21) SWEET VIOLETS. 22) BECAUSE OF RAIN. 23) VANITY. 24) I WON'T CRY ANYMORE.

Now Riding With 3 BIG HITS
JOHNNY DESMOND

Thanks to the
OPS — DJ's — *and*
MUSIC MERCHANTS
★
Singing with MONICA LEWIS

1 **"OUT O' BREATH"**
"I'M GLAD I GAVE IT UP FOR YOU"
78 RPM—MGM 10992 • 45 RPM—MGM K10992

2 **"BECAUSE OF YOU"**
"ANDIAMO"
78 RPM—MGM 10947 • 45 RPM—MGM K10947

3 **"I FALL IN LOVE WITH YOU EV'RY DAY"**
"MISTER AND MISSISSIPPI"
78 RPM—MGM 10974 • 45 RPM—MGM K10974

RADIO—ABC
DON McNEILL'S "BREAKFAST CLUB"
•
TV—ABC
DON McNEILL'S "TV CLUB"
Press Relations And Record Promotion
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M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

THE CASH BOX Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

DISK OF THE WEEK

"WHILE YOU DANCED, DANCED, DANCED" (2:45)

"WHILE WE'RE YOUNG" (2:35)

GEORGIA GIBBS

(Mercury 5681; 5681 x 45)

GEORGIA GIBBS

● One of the best disks that Georgia Gibbs has ever made turns up here and it will soon be sweeping the country. This wistful melody just keeps you listening without letup and customers are gonna be pouring coin after coin into the boxes to get enough of it. Ops who want some of that coin oughta order now. Georgia does this ballad in an easy going, sad vein and makes you feel that every word has meaning. Glenn Osser's orchestra comes up with a backing that is just perfect for the disk and assures this one of a tremendous success. The lower half is another slow item which is being revived and which Georgia gives a real push to with her first rate vocal. The top deck though is the one that can't help but get to the top. It's a natural.

"LADY OF THE EVENING" (2:54)

"IF I COULD BE WITH YOU" (2:43)

BILLY DANIELS

(Mercury 5674; 5674x45)

● Stylist Billy Daniels offers a slow and pretty ballad, in his typical manner, on the upper level. As an added feature Billy is dubbed with himself, while Russ Case and his orchestra come through the musical setting. The second side is a jump tune that gets a full hearted treatment from Billy. Ops would be wise to watch the upper deck.

"HELLO YOUNG LOVERS" (2:46)

"WE KISS IN A SHADOW" (2:52)

EDDY HOWARD

(Mercury 5678; 5678x45)

● Two lovely ballads that are already proven things, are presented here in the familiar warbling of Eddy Howard. Both ends receive fitting musical backdrops from the orchestra, while Eddy glides through these tunes in a soft soothing manner. Ops have two sides that can get ample play.

"HOW YA GONNA KEEP 'EM DOWN ON THE FARM" (2:10)

"A STRANGER IN TOWN" (2:48)

CLYDE McCOY

(Mercury 5667; 5667x45)

● The famed muted trumpet of Clyde McCoy is shown to good advantage as he spins through an oldie in a fast tempo. The orchestra backs him nicely on this end and they do an equally fine job on the bottom half, which is another instrumental that features Clyde. Ops have good listening here.

"DREAM VALLEY" (2:43)

"PLAY BALL" (2:46)

RAY HENRY ORCHESTRA

(Dana 3059)

● Ray Henry and his orchestra come bouncing through with two lively and happy polkas. Both ditties feature the entire crew in instrumentals that have a contagious beat. Ops who are looking for this type of material and have the proper locations have a pair of likely sides here.

"COME ON-A MY HOUSE" (2:48)

"HULA BLUES" (2:51)

THE THREE SUNS

(Victor 20-4199; 47-4199)

● The top deck features The Three Suns and the Sun Spots as they spin through a current hit. With a pleasant instrumental that lends an Armenian flavor to the rendition, the boys make this half sound good. The second side is a cute jumpy thing that gets an ok vocal treatment. Ops might take a listen.

"THERE'S A BIG BLUE CLOUD" (2:53)

"I STOLE YOU FROM SOMEBODY ELSE" (2:49)

AL MORGAN

(London 1082)

● Al Morgan has two pretty ballads to offer on this new waxing. The first side is a tune that has already proven its juke box ability, while the other half is a number that gets a first class job by Al. The orchestra presents fitting backdrops for both levels. We like the lower deck.

"THE GIRL IN THE LITTLE GREEN HAT" (2:46)

"SIXTY SECONDS GOT TOGETHER" (2:53)

TED HEATH

(London 1006)

● Ted Heath and his orchestra and the harmony of the Stargazers join to offer a pleasant side. Cute lyrics and a bouncy beat help drive this tune across. Flip is a listenable ditty that gets a similar going over. Ops have filler material here.

"TWO LONELY HEARTS" (2:52)

"DIZZY FINGERS" (2:51)

JAN AUGUST

(Mercury 5654; 5654x45)

● The talented fingers of Jan August are again shown to good advantage as he offers his piano rendition of a beautiful oldie. Both ends are backed nicely by Marty Manning and his orchestra. The lower level is a fast tune which features Jan on the electronic piano. Ops know what this pianist can do.

"I WISH I WUZ" (2:53)

"IN THE COOL, COOL, COOL OF THE EVENING" (2:49)

ART LUND

(MGM 11025; K11025)

● Art Lund turns out one of his best sides to date on the top deck. Taking a novelty with a terrific amount of appeal, Art gives it a real ride as Leroy Holmes and the orchestra back him up. The catchy lyrics and tune should help this one go. Bottom half is current plug which he also does ok by. The top deck looks hot.

"DID I REMEMBER" (2:56)

"HOW MANY TIMES" (2:58)

DOROTHY COLLINS

(MGM 11020; K11020)

● A slow ballad serves to give Dorothy Collins a listenable upper half. With Raymond Scott and the boys providing the musical setting, this one gets a nice ride from this promising chirp. Second half is a bouncy item with a pleasant feeling. Ops should do ok with this.

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ DIMPLES & CHERRY CHEEKS	Andrews Sisters & Guy Lombardo	Decca 27652; 9-27652
★ OL' MAN RIVER	Gordon MacRae	Capitol 1705; F-1705
★ IN THE COOL, COOL, COOL OF THE EVENING	Bing Crosby & Jane Wyman	Decca 27678; 9-27678
★ I WISH I WUZ	Art Lund	MGM 11025; K11025
★ LONESOME	Pat Terry	London 982

HONEYSUCKLE ROSE" (2:39)

"I DON'T CARE WHAT YOU USED TO BE" (2:52)

FRANK PETTY TRIO

(MGM 11019; K11019)

● The Frank Petty Trio go to town on a couple of numbers here which should have their fans listening. The first side is an oldie done in fast tempo with Mike Di Napoli standing out at the piano. Lower end finds Frank Petty doing the vocal in a waltz beat. Ops with the right spots might tune in.

"LONESOME" (2:56)

"LITTLE BOY OF MY HEART" (2:39)

PAT TERRY

(London 982)

● A very attractive ballad is well handled on the upper half by Pat Terry. With Buddy Koster's orchestra doing the arrangement in easy going style, this side has a good chance. The lower end is a lullaby which Pat pours a lot of feeling into. Ops shouldn't miss the first side.

"I'M WAITING JUST FOR YOU" (2:40)

"LONESOME AND SORRY" (2:55)

BOB CROSBY

(Capitol 1595; F-1595)

● A light sounding blues number is offered on the top half by crooner Bob Crosby and Jeanne Gayle. The combo with the aid of a nice musical backing turn out a listenable side. Flip is a jump tune that Bob carries through by himself. Ops have good filler material here.

"EVEN AS YOU AND I" (3:02)

"SUNSHINE KISSES" (2:08)

LEE BROTHERS

(Columbia 39447; 4-39447

● Top half finds the Lee Brothers lending their vocal talents to a slow moving balled. The group and orchestra help put the tune over. The second level is a good tune that gets a fine treatment from the vocal artists and the able baton twirling of Paul Weston. We like the lower deck.

"WOMAN IS A FIVE LETTER WORD" (2:56)

"I'LL FOLLOW YOU" (2:59)

HARRY RANCH ORCHESTRA

(MGM 11018; K-11018)

● The Harry Ranch orchestra, featuring Jane Martin, Dick Wise and the Harry Ranch Trio, offer a slow novelty number that has cute lyrics and a vocal to match. The bottom of this platter finds the same artists in a bouncy thing that has a nice sound to it. Ops oughta look in.

"LONGING FOR YOU" (2:50)

"I'M READY FOR YOU" (2:48)

TOMMY TUCKER ORCHESTRA

(MGM 11021; K-11021)

● The Tommy Tucker orchestra and vocal group take a pleasant tune for a ride around the wax in a waltz tempo. It's a nice ditty and the boys do justice to it. The lower end features Karen Rich and group in a jumpy thing. If anything, it's the topside.

NAMM CONVENTION MESSAGE

by

Ray S. Erlandson, Pres.

National Association Of Music Merchants, Inc.

It is just a little over a year ago that war broke out in Korea. At that time we were looking at our old wounds incurred from the last war "emergency" with feelings of encouragement over the recovery we had made. Today, we are experiencing not a new "emergency" but a continuation of the old one. Already our industry bears a few new bruises, and we will undoubtedly receive more as mobilization moves ahead.

Retailers Must Be Informed

The complexities of a retail operation have multiplied since the advent of OPS and ceiling price regulations. Retailers have taken personnel out of productive endeavor, to put them on the unproductive work of report making. The National Association of Music Merchants helped fill the breach by producing and distributing to its members interpretive bulletins to help them solve the dilemma of unscrambling governmental regulations. What is now past can only be referred to as the beginning. More is yet to come, the form of which is not now known.

Music Industry Is Informed

Our industry's manufacturers and wholesalers must keep themselves abreast of developments for their own protection and welfare, and that of the dealer. Every month meetings of one sort or the other are held in Washington with various government agencies, the results of which vitally affect us retailers and our customers. The NAMM, with its War Effects Committee and the headquarters office, is in constant contact with Washington sources gathering knowledge on price controls, manpower, inventory controls and many other problems, for use in future planning and action.

Informative Convention Sessions

The Convention business sessions this year should receive the undivided attention of every dealer attending the Convention. If a dealer comes to Chicago the week of July 16, for the single purpose of attending these sessions, he will not go away disappointed. More facts and information pertaining to what may lie ahead of us will be available during Convention week, than a dealer could learn independently in a year. Not only will he have access to the scheduled sessions, but the opportunity to talk with manufacturers and suppliers on the spot is an invaluable one.

Production Problems Uppermost

The mobilization program is already affecting the production of musical instruments. Present and future limitations on metals will cut into available retail stocks. In order that dealers may learn the degree of curtailment, we have scheduled speakers who are equipped with the information as it relates to band instruments, pianos, radio and television. The speakers handling these subjects are from the industry representing the items in question. Their presentations will aid the retailer in plotting his future course.

The Retailing Outlook

Government regulations affect more than production. They affect our every day operations and greatly influence consumer actions. Another qualified speaker will discuss and review the business outlook as affected by governmental activities, and the current inflationary trends affecting retailing, with suggestions for checking them. We have been most fortunate in securing a speaker for the Golden Anniversary Luncheon from the famous Amos Parrish Organization, to present an appraisal of the outlook for business in the Fall of 1951, which will be of paramount interest to all dealers. At the present there are two viewpoints—one, that consumers have completely satisfied their requirements and have committed their available funds; and the other, that customers will become active in the Fall after threatened shortages begin to become evident. Alert merchants cannot wait for one or the other of these views to be proven. They must be prepared to act in either case and know which of the two is more likely.

Merchants Must Promote and Sell

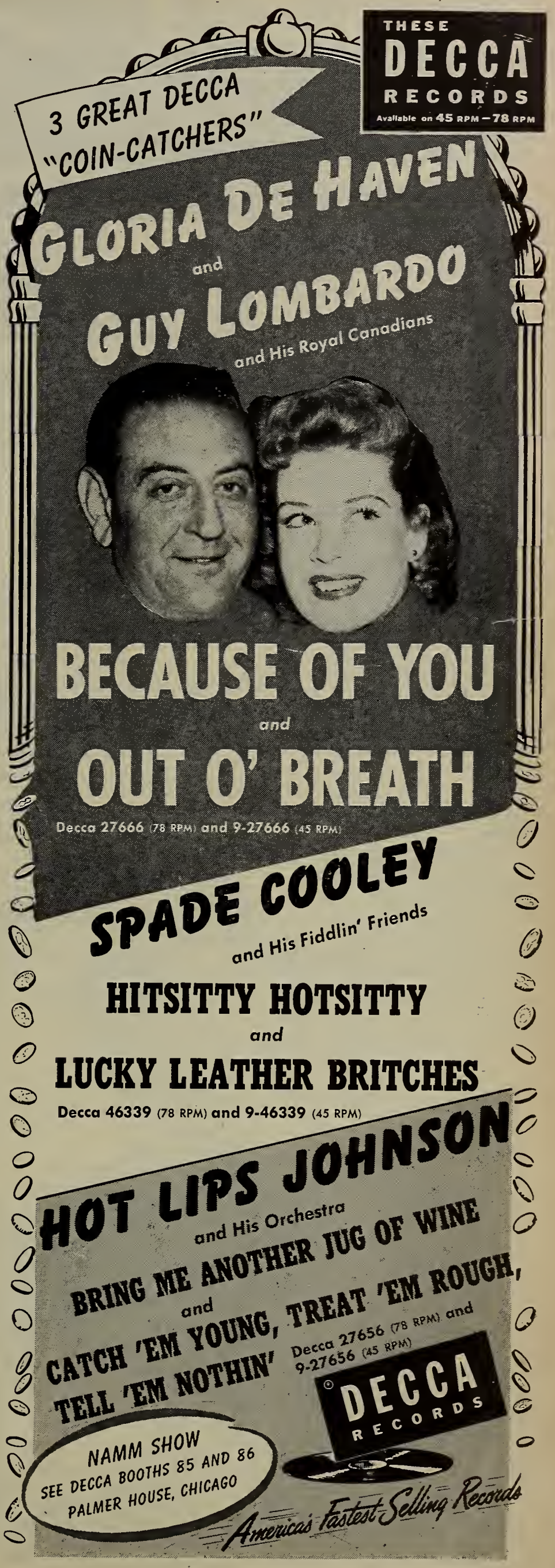
Come what may in the months ahead, and short of all-out war, there will be business to be done, merchandise to be sold and customers to sell. The large number of exhibitors at the Golden Anniversary Trade Show is indicative of this. Government sources daily promise that consumer production will not be sacrificed for defense production—that a balance will be maintained. Now is not the time to pull back into a shell of indifference or to encourage your sales people to insult customers.

Promotion of music is fully as important as ever before. It may be even more important, due to the accelerating interest in music in times like these, in face of a somewhat curtailed production. Getting more music to more people is anything but a static operation, and this huge and dramatic task falls to the American Music Conference. The Top Management Session at the Convention will feature the "Promotion Outlook" in equal ratio with retailing and production.

A salesmanship session will occupy a full morning to help management further fulfill its responsibilities to sales personnel. Sales people—good ones—are golden. Many may be psychologically affected by talk of shortages and ask, "Should I seek employment elsewhere?" Some good sales people have already been hired away, others have been called to the colors. Manpower problems may become serious. Employment is at a high level, unemployment is very low. Merchants must prepare themselves to get the maximum from their present sales forces, hold on to their men, and give adequate training to new people to fill the gap of those lost. It's not easy, but a management problem which we can help you solve at the Convention.

Fifty Years Young

This year the National Association of Music Merchants is observing its Fiftieth Year of service to the music industry. I feel quite proud that fortune has given me the opportunity to be the President of this fine organization at the Golden Anniversary mark. One cannot help but feel humble in deference to all our past officers and directors to whom the credit must go, in accounting for the stature of the NAMM on its half-century birthday. I am grateful, however, that at this milestone we have an association that has grown stronger through the years, by delivering a service where and when it is needed. It is my sincere ambition that when the century mark is reached, we will have grown again and fifty times stronger than now. Let us all hope that our successors then may look back to declare that perhaps the first fifty years were neither the hardest, nor the best.



THE CASH BOX Record Reviews

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"EVERLASTING" (3:18)

"RED SAILS IN THE SUNSET" (2:53)

VAUGHN MONROE

(RCA Victor 20-4194; 47-4194)

● Vaughn Monroe has a couple of more winners in these sides. The top deck is a pretty ballad which gets Vaughn's easy going vocal while the lower half is an oldie which has been getting a lot of waxing. On both ends, the orchestra backs Vaughn up well. Ops will want to get with this disk.

"HOW BLUE CAN YOU GET" (2:39)

"IF YOU'RE SO SMART, HOW COME YOU AIN'T RICH" (2:53)

LOUIS JORDAN

(Decca 27648; 9-27648)

● Louis Jordan keeps turning out those disks which drive his fans wild. On the upper half he has a shouting blues number which is right up his alley and on the lower end another ditty which he knows how to handle. Of course each side has some great trumpeting. The right locations will do well with these.

"DIMPLES AND CHERRY CHEEKS" (2:33)

"NIGHT ON THE WATERS" (2:50)

ANDREWS SISTERS & GUY LOMBARDO

(Decca 27652; 9-27652)

● An interesting combination, the Andrews Sisters and Guy Lombardo, get together on this disk to turn out a ditty which could easily make it. It's a cute simple thing which the girls sing with Kenny Gardner as Guy and the boys make with the music. On the bottom end another pleasant side is offered. The top deck looks hot.

"IN THE COOL, COOL, COOL OF THE EVENING" (3:19)

"MISTO CRISTOFO COLUMBO" (3:09)

BING CROSBY & JANE WYMAN

(Decca 27678; 9-27678)

● Jane Wyman makes her debut on disks in a duet with Bing Crosby and together they do extremely well. Taking a couple of ditties from their new film, "Here Comes The Groom," they make both of these sides sound like lively things. This disk is headed for a lot of play.

"YOUR OWN LITTLE HOUSE" (3:19)

"BONNE NUIT" (3:12)

BING CROSBY

(Decca 27679; 9-27679)

● Bing Crosby takes a couple of more ballads from his new film and gives them a ride. Both are slow items on which John Scott Trotter and the orchestra do the backing. Each of these sides is due for a lot of promotion and ops will want to take a listen.

SLEEPER OF THE WEEK

"COLD, COLD HEART" (2:52)

"WHILE WE'RE YOUNG" (2:57)

TONY BENNETT

(Columbia 39449; 4-39449)

TONY BENNETT

● Tony Bennett, who hit the jackpot with "Because Of You" and "I Won't Cry Anymore" continues on his winning ways with another ditty, "Cold, Cold Heart" which he does great things with and which, incidentally, are gonna do great things for him. Ops will do ok by themselves by listening in real fast. This sad ballad, taken from folk and western, makes perfect waxing material for Tony as he cries his way through the lyrics. Percy Faith provides a musical backing which is right in the spirit. This looks strong. The lower half is another slow number, introduced a little while back and currently getting a new push. Tony does a grand job with it but the side which is due to break out and really get up there is the first one. Ops won't want to be caught short.

"WALKIN' AND WHISTLIN' BLUES" (3:05)

"WHO AM I" (2:28)

FOUR KNIGHTS

(Capitol 1707; F-1707)

● A new group continues showing great promise on this disk. The Four Knights let go with a fascinating rendition that Les Paul introduced some months ago. Here, the boys make it sound low down and slow. The bottom half is a more conventional side on which they again show some fine harmonizing. Keep an eye on the upper half.

"OL' MAN RIVER" (3:07)

"ON A SUNDAY AT CONEY ISLAND" (2:15)

GORDON MacRAE

(Capitol 1705; F-1705)

● Gordon MacRae turns out a very creditable rendition of "Ol' Man River" on the first side. Giving it a dynamic going over, Gordon gets good help from Carmen Dragon and the orchestra. The lower end is a novelty with a summertime aire and a big production. The upper end could break out.

"LAURA" (3:15)

"JUMP FOR JOE" (3:00)

STAN KENTON

(Capitol 1704; F-1704)

● A very wistful oldie is tossed around by Stan Kenton and his crew. The band sings the lyrics as they make misty music with this ditty. The second half is more in the Kenton key with a clipped instrumental. Each end is good to hear and ops will want to take a listen.

"SWISS BOY" (2:45)

"VAGABOND WALTZ" (3:05)

LAWRENCE DUCHOW ORCH.

(RCA Victor 25-1079)

● Lawrence Duchow has a couple of sides to offer in his recognizable style. The top deck is a Swiss sounding thing on which Buddy Milton does the vocal while on the second side Leo Rohan gives out with the words. Ops in the proper locations will want to take a listen.

"GREEN EYES" (2:43)

"BLUE MOON" (2:58)

LES BROWN ORCH.

(Coral 60491; 9-60491)

● Les Brown offers a couple of different instrumentals on this platter. The first side is a jumpy one with a smooth streak running through it. The flip is a subdued piece. Both ends are oldies which are great to hear again and Les and his boys do a good job with them.

"THE SYNCOPATED CLOCK MAMBO" (2:56)

"BROADWAY MAMBO" (3:20)

PEREZ PRADO

(RCA Victor 20-4196; 47-4196)

● A couple of mambos which are gonna appeal to fans of Latin American music are dished out here by Perez Prado. Both have very clever arrangements and both should capture a good deal of dance interest. Ops who are located in the spots that have dancing will do ok with this one.

"WHEN I'M GONE" (3:05)

"PIANO ROLL BOOGIE" (2:46)

BOB DEWEY ORCH.

(RCA Victor 20-4190; 47-4190)

● Bob Dewey goes to town with two sides that show off his band's ability to good advantage. The first one gets a very pleasant vocal from Stuart Foster while the bottom half gets a real lively going over from Tommy Furtado. This disk deserves ops' attention.

"LITTLE LEAGUE" (2:45)

"TAKE ME OUT TO THE BALL GAME" (2:52)

LEROY HOLMES

(MGM 11016; K11016)

● Leroy Holmes offers some specialized material on the top deck in the official march of Little League Baseball. He and the chorus do a good job on it but its commercial possibilities are limited. The second side is a rousing version of a well known song that should get some play.

"AMERICA'S PRAYER" (2:52)

"I SEE GOD" (2:43)

JOHNNY DESMOND

(MGM 11005; K11005)

● Two religious numbers are turned out on this platter by Johnny Desmond. Both get a good production from the Ray Charles Singers and Tony Mattola's orchestra and a vocal to match by Johnny. This disk will need the proper locations but it should do fine in them.

"ALARM CLOCK BOOGIE" (2:28)

"YOU BLEW OUT THE FLAME" (2:32)

BILL DARNELL

(Coral 60543; 9-60543)

● A very clever ditty is dished out here by Bill Darnell. With Georgie Auld's orchestra providing the backing, this disk gets a real go. Its interesting lyrics and arrangement give it a lot of meaning. The second half is a jumpy item with a definite beat on which Bill again comes through. Ops will do ok with this disk.

"CLAIR DE LUNE" (3:51)

"THE GANG THAT SANG 'HEART OF MY HEART'" (2:57)

FREDDY MARTIN ORCH.

(RCA Victor 20-4193; 47-4193)

● Freddy Martin again comes up with a popular rendition of a classical beauty. Featuring Murray Arnold at the piano and himself on the sax, the boys offer a lengthy version of this old number. Flip finds vocal Merv Griffin and the entire crew joining in with a presentation of a slow harmony tune. Ops should watch the bottom half.

A One Woman Hit Parade

on COLUMBIA RECORDS

SARAH

VAUGHAN

sings

"THESE THINGS I OFFER YOU"

Coupled with

"DEEP PURPLE"

Columbia 39370

and

"VANITY"

Coupled with

"MY REVERIE"

Columbia 39446

Coming soon

"OUT O' BREATH"

and

"AFTER HOURS"

BILL SNYDER

who gave you the Sensational "Bewitched"

NOW GIVES YOU ANOTHER BIG HIT!

"CHICAGO BLUES"

Backed with

"SERENADE"
(A Lover's Honeymoon)

on

LONDON RECORDS

No. 1080—45-1080

'ROUND THE WAX CIRCLE

NEW YORK:

In this season of summer outings, everyone connected with the music industry has had three occasions in the last couple of weeks to get together outdoors instead of the usual nite club or theater. First there was the Perry Como Golf Tournament, then **Kappi Jordan's** annual outing and finally Fred Waring's day in the country. . . . **The Weavers** return to New York to play a four week engagement at Cafe Society starting Thursday evening, July 19. Their tremendous popularity resulting from three hit Decca disks in a row is expected to draw S.R.O. crowds to the Village nitery. We hear the group has another great disk coming out, this time in the current pop spiritual vein. . . . **Paul Brenner** is certainly finding the answer to how to handle disks on TV. His "Rate The Record" show makes for a half hour of fascinating fare over WATV on Saturdays at 12:30 P.M. . . . Perry Como won the Fred Waring golf tournament with a 76 while brother-in-law **Dee Beline** came in second with 77. . . . Columbia Record's **Joe Higgins** and his wife left for a vacation in Mexico. . . . Robin Hood Records have received an order from the State Dep't for 500 copies of Louis Prima's "Come On A My House" for army camps. . . . "I'll Wait For You," the new Jubilee record by Cliff Ayres is beginning to show up in Pop, R & B, and Western locations. . . . WINS disk jockey **Jack Lacy** and his pretty wife Agnes left for a two week vacation in Florida. . . . **Don Kimel**, former dj, now a private in the army, writes us after reading in these columns that Tony Pastor's contract hasn't been renewed: "What a shame it is that all the current disk jockeys are so anxious to find new talent that they neglect the truly greats right under their noses. Guys that were and should and could still be greats of the music world have to beg to get a plug. How about a campaign to get the djs on the ball?" . . . **Guy Mitchell** has a terrific write up in the June 18 issue of newsweek. . . . **Tony Bennett**, working in Cleveland, will make a flying trip to Chicago to attend the NAMM convention.

THE WEAVERS

CHICAGO:

Ted Shapiro, appearing at the Chez with **Sophie Tucker**, believes that his 1939 click, "A Handful Of Stars," is destined for a great comeback, provided of course, that some of the present bigtime chirps latch onto the tune. . . . The Harmonicats seen around town with **Jerry Murad**. Reported to be waxing for Mercury. . . . **Milo Stilt** leaves town for an extended eastern trip and reports that **Ken Griffin** going great guns in the West. . . . **Jeri Southern** doing very terrif at that Rush St. spot. Her disk "I'm In Love Again," on Sharp selling great. . . . **Danny Parker**, who has nothing to do with the **Mary Kaye** Trio, reports that **Mary** and **Norman Kaye** and **Frank Ross** simply wowing 'em every nite at the Cairo. Norman on his way to cut his first solo sides for Capitol. Claim is this is one of the greatest eye-and-ear-appeal trios ever put together. . . . **Les Paul** and **Mary Ford** ("Mockingbird Hill") open at the Oriental. . . . **Egbert Van Alstyne** died here, in his adopted hometown of Chicago, last week, at the age of 73. His "Memories," "In the Shade Of The Old Apple Tree," "I'm Afraid To Go Home In The Dark," and so many, many others, will be a living monument to this grand composer. . . . **Billy Williams** Quartet opens at Chi's newest nite spot, Band Box, and on Friday the 13th no less. But with voices and arrangements like Billy has, 13th or no 13th, the guy just clickeroos. . . . **Sophie Tucker** tells us that she'll do a terrific job on "Bill" which will be part of her contribution to Mercury's "Show Boat" LP album. The movie just opened at the Oriental. Her "Sabbath Candles" tune pulling the house down at the Chez the way the "last of the red hot mamas" does it. . . . **Frankie Laine** comes into the Chicago Theatre and the Sampson (Columbia) people bust wide open with a cocktail party to honor him, **Sarah Vaughan**, and **Rosemary Clooney**, who are all doing such great waxing jobs for the juke box biz. And, once again, attempting to dispel the jinx of Friday the 13th. This time at the big Grand Ballroom of the Sheraton Hotel. . . . Prevue of **Vic Damone's** first pic clicked with every reviewer. Looks like Vic is destined for movie stardom when Uncle Sam releases him.

FRANKIE LAINE

LOS ANGELES:

Shouldn't be surprised if a number of other record execs wind up at the NAMM Convention in Chicago, possibly Aladdin's **Leo Mesner** and Specialty's **Art Rupe** among them, but to date the only local men we know to be definitely heading East are **Hal Cook** of Capitol and **Lou Chudd** of Imperial. . . . Of course, with the wandering **Biharis** of Modern, one never knows. . . . Whichever one of the boys, **Jules, Saul** or **Joe**, happens to be within an overnight hop of the Windy City, you can bank on his being there for the show. . . . Back in good health, **Fran Warren** will make her Hollywood debut in real big style, the place being none other than the Hollywood Bowl, where on on July 21 the RCA-Victor songal will be featured in the **Gershwin** Memorial Concert with a 103 piece band conducted by MGM's **Johnny Green** backing her up. . . . **Dan Grissom**, who did so well a couple years back on **Ben Pollack's** "Recess in Heaven" release, was signed recently by **Lou Chudd** of Imperial and looks like he has another hit in "King of Fools." . . . Lou tells us he has a fine **Fats Domino** disc in "Right from Wrong" and his Commodore publishing firm has a couple of lively folk items in "The Sissy Song," a record set on Columbia, and "Alarm Clock Boogie," which is already hitting the bell via **Bill Darnell** on Coral. . . . Fabulous **John Dolphin** reports he's just closed a fabulous deal with **Syd Nathan** of King, whereby 20 Recorded in Hollywood masters will be released on the King label through a cooperative setup. . . . A very busy lad these days is Sunland Music's **Gordon Wolf** in setting up a special display of MGM "Showboat" alboms to go with the film's premiere at Loew's State and the Hollywood Egyptian theaters. . . . The latter spot also has a brand new Wurlitzer 1400 from **Paul Laymon's** and, to be sure, offers an exclusive choice of hit tunes from the picture. . . . For music ops only, **Gordon** will break up the albums.

FRAN WARREN

VIC DAMONE

HAS THE NEW S-M-A-S-H HIT!

"LONGING FOR YOU"

backed with "SON OF A SAILOR"

MERCURY NO. 5655

Coming Hits!

"Wonder Why" ***"I Can See You"***

FROM THE FORTHCOMING MGM PICTURE "RICH, YOUNG AND PRETTY"

Grateful to MUSIC MERCHANTS • OPERATORS • DISK JOCKEYS

Mercury RECORDS

Soon To Appear in the MGM Picture
"RICH, YOUNG AND PRETTY"

Currently Appearing: 34th FIELD ARTILLERY
60th INFANTRY DIVISION, SQUAD TWO, FORT DIX, N. J.

MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Here's WHAT'S HAPPENED to the GIRL SINGERS

They're Turning Out Hits Again!

In the May 5 issue of THE CASH BOX, we asked editorially "What's Happened To The Girl Singers?"

At that time the popularity of recordings by our female artists had just about reached bottom. The only hot disks in sight were those by Patti Page and one by Rosemary Clooney.

That was two months ago.

REPRODUCED FROM MAY 5th ISSUE

Today the situation is radically different. Not only have Patti Page and Rosemary Clooney repeated their successes, Patti with "Mr. and Mississippi" and Rosemary with "Come On-A My House", but many of our other great girl performers have gone back to their winning ways.

In the past two months, such sensational new disks have been released as Dinah Shore's "Sweet Violets" and Doris Day's "Shanghai".

Several new stars have appeared on the scene with April Stevens taking everyone's breath away in "I'm In Love Again", Jane Turzy proving herself with "Good Morning Mr. Echo", and Tamara Hayes doing it with "Tonght You Belong To Me".

On their way up are still other wonderful disks such as Sarah Vaughan's "These Things I Offer You" and "Vanity" and Ella Fitzgerald's "Because Of Rain".

And only this week a new Georgia Gibbs record was issued called "While You Danced, Danced, Danced" which can't help but sweep the country.

In our initial editorial we suggested several reasons why girl singers might not be getting their proper share of hits. Among these was the possible lack of material being written for them; the funneling of all likely tunes to the male singers; and the absence of a concentrated promotional campaign for the girls.

We tried to bring to the attention of everyone connected with the business the fact that female artists just weren't in the picture in the strength that their talents and past performances warranted.

Well, the dfficulties we pointed out have certainly been corrected now. Apparently A & R departments are finding material suitable to girl singers and disk firms are definitely going all out in their promotion of the girls as witnessed by RCA Victor's splurge on Dinah Shore and Columbia's terrific handling of Jo Stafford, which brought her back into the limelight coupled with Frankie Laine.

The point of this story is that when a situation that is crying for action is made clear to the members of the music and record industries, they have enough know how and talent to do something about it.

We here at THE CASH BOX are happy to welcome the girls back into the fold. If we had the slightest bit to do with it, and possibly in the process temporarily annoyed someone here or there, it was all in the interests of the wonderful industry of which we are all a part.

All that matters now is that the picture is a much brighter one. Our great female artists are turning out those hit disks again.

The drought is over.

to the CASH BOX and its readers

thank you for a lovely spin

Dinah Shore

RIGHT NOW FOR RCA VICTOR

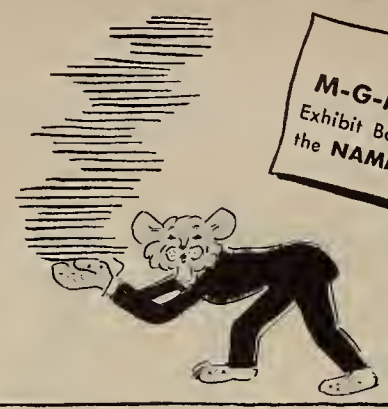
* *Sweet Violets (20-4174)*
If You Turn Me Down (47-4174)

How Many Times (20-4175)
Ten Thousand Miles (47-4175)

* *A BIG #14 on the Cash Box list after only 3 weeks!*

WATCH FOR A PARADE OF DINAH SHORE HITS FOR VICTOR!

STOCK UP ON THESE **M-G-M RECORDS** BEST SELLERS!



BILLY ECKSTINE
I'M A FOOL TO WANT YOU · LOVE ME
78 RPM — MGM 10982 · 45 RPM — MGM K10982

DAVID ROSE and his Orchestra
TENDERLY · THE FLYING HORSE
78 RPM — MGM 30384 · 45 RPM — MGM K30384

ART MOONEY and his Orchestra
MAYBE IT'S BECAUSE · THE SONG IS ENDED
78 RPM — MGM 11015 · 45 RPM — MGM K11015

ART LUND
IN THE COOL, COOL, COOL OF THE EVENING · I WISH I WUZ
78 RPM — MGM 11025 · 45 RPM — MGM K11025

BLUE BARRON and his Orchestra
AFRAID · SUGAR COATED LIES
78 RPM — MGM 11009 · 45 RPM — MGM K11009

BILL FARRELL
GO GO GO GO · SUNSHINE KISSES
78 RPM — MGM 11023 · 45 RPM — MGM K11023

BILLY WILLIAMS Quartet
SHANGHAI · THE WONDROUS WORD
78 RPM — MGM 10998 · 45 RPM — MGM K10998

TOMMY EDWARDS
THE MORNINGSIDE OF THE MOUNTAIN · F'R INSTANCE
78 RPM — MGM 10989 · 45 RPM — MGM K10989

BUDDY DE FRANCO and his Orchestra
BODY AND SOUL · RUMPUS ROOM
78 RPM — MGM 11007 · 45 RPM — MGM K11007

HARRY RANCH and his Orchestra
WOMAN IS A FIVE LETTER WORD · I'LL FOLLOW YOU
78 RPM — MGM 11018 · 45 RPM — MGM K11018

LUKE THE DRIFTER
I DREAMED ABOUT MAMA LAST NIGHT · I'VE BEEN DOWN THAT ROAD BEFORE
78 RPM — MGM 11017 · 45 RPM — MGM K11017

SHOW BOAT

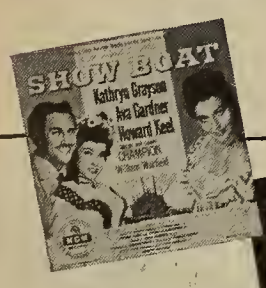
Featuring the Stors of the M-G-M Technicolor Musicol!

KATHRYN GRAYSON · AVA GARDNER · HOWARD KEEL

Marge and Gower Champion · William Warfield

All the Beloved Hits by Jerome Kern ond Oscor Hommerstein II

Available All 3 Record Speeds
78 RPM 45 RPM
MGM Album 84 · MGM Album K84
33⅓ RPM
MGM Lang-Playing Record E-559



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending July 14 without any changes on the part of THE CASH BOX.

Ed Bonner
KXOK—St. Louis, Mo.
1. MY TRULY TRULY FAIR *(Guy Mitchell)*
2. JEZEBEL *(Frankie Laine)*
3. TOO YOUNG *(Nat King Cole)*
4. I GET IDEAS *(Tony Martin)*
5. RHUMBA BOOGIE *(Fontaine Sisters)*
6. Shanghai *(Doris Day)*
7. GOOD MORNING MR. ECHO *(Jane Turzey)*
8. MR. & MISSISSIPPI *(Patti Page)*
9. WANG WANG BLUES *(Ames Bros.)*
10. UNLESS *(Guy Mitchell)*

Bob Watson
WSB—Atlanta, Ga.
1. MORNINGSIDE OF THE MT. *(Paul Weston)*
2. SOUND OFF *(Vaughn Monroe)*
3. POWDER BLUES *(Don Cherry)*
4. ROLLER COASTER *(Henri Rene)*
5. THAT OLD BLACK MAGIC *(Les Brown)*
6. ALLENTOWN JAIL *(Jo Stafford)*
7. LONELY LITTLE ROBIN *(Mindy Carson)*
8. SHANGHAI *(Billy Williams Qt.)*
9. WHY CRY *(Lorry Raine)*
10. GIRLS WE NEVER DID WED *(Robert Merrill)*

Howard Malcolm
WTRY—Albany, N. Y.
1. MY TRULY TRULY FAIR *(Guy Mitchell)*
2. BECAUSE OF RAIN *(Ella Fitzgerald)*
3. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
4. JEZEBEL *(Frankie Laine)*
5. MISTER AND MISSISSIPPI *(Patti Page)*
6. I'M IN LOVE AGAIN *(Patti Andrews)*
7. ROSE, ROSE I LOVE YOU *(Frankie Laine)*
8. TOO YOUNG *(Richard Hayes)*
9. OH DEAR SHE'S WONDERFUL *(Burl Ives)*
10. HITSITY HOTSITY *(Lola Ameche)*

Arty Kay
WKLX—Lexington, Ky.
1. TOO YOUNG *(Nat King Cole)*
2. SWEET VIOLETS *(Dinah Shore)*
3. PRETTY EYED BABY *(J. Stafford & F. Laine)*
4. JEZEBEL *(F. Laine)*
5. ON TOP OF OLD SMOKY *(Weavers)*
6. SOUND OFF *(Vaughn Monroe)*
7. I'M IN LOVE AGAIN *(Stevens-Rene)*
8. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
9. I'M WAITING JUST FOR YOU *(Lucky Millinder)*
10. I WANT TO BE WITH YOU ALWAYS *(Andrews Sisters)*

Murray Jordan
WLIB—New York, N. Y.
1. JEZEBEL *(Frankie Laine)*
2. MY TRULY TRULY FAIR *(Guy Mitchell)*
3. COME ON-A MY HOUSE *(Rosemary Clooney)*
4. SHANGHAI *(Billy Williams)*
5. BECAUSE OF RAIN *(Ella Fitzgerald)*
6. TOO YOUNG *(Nat King Cole)*
7. I'M IN LOVE AGAIN *(April Stevens)*
8. TELL ME *(Tony Martin)*
9. MY LIFE'S DESIRE *(Vic Damone)*
10. CAUSE I LOVE YOU *(Dinah Shore)*

Ira Cook
KECA—Hollywood, California
1. MR. & MISSISSIPPI *(Dennis Day)*
2. I'M IN LOVE AGAIN *(Andrews Sisters)*
3. BLACK BALL FERRY LINE *(Bing Crosby)*
4. COME ON-A MY HOUSE *(Rosemary Clooney)*
5. WHAT IS A BOY *(Jan Peerce)*
6. GOOD MORNING MR. ECHO *(Jane Turzey)*
7. MORNINGSIDE OF THE MT. *(Tommy Edwards)*
8. THESE THINGS I OFFER YOU *(Dick Haymes)*
9. FRANCESCA *(Xavier Cugat)*
10. ANYTIME AT ALL *(Fran Warren)*

John McKnight
WVNJ—Newark, N. J.
1. TOO YOUNG *(Nat King Cole)*
2. JEZEBEL *(Frankie Laine)*
3. COME ON-A MY HOUSE *(Rosemary Clooney)*
4. ON TOP OF OLD SMOKY *(The Weavers)*
5. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
6. THESE THINGS I OFFER YOU *(Patti Page)*
7. SYNCOPATED CLOCK *(Leroy Anderson)*
8. UNLESS *(Eddie Fisher)*
9. WANG WANG BLUES *(Ames Bros.)*
10. TENDERLY *(David Rose)*

Dick Wright
WMUR—Manchester, N. H.
1. SWEET VIOLETS *(Dinah Shore)*
2. NO BOAT LIKE A ROWBOAT *(Perry Como)*
3. SHANGHAI *(Doris Day)*
4. COME ON-A MY HOUSE *(Rosemary Clooney)*
5. TRULY TRULY FAIR *(Guy Mitchell)*
6. GONE FISHIN' *(Bing Crosby-Louis Armstrong)*
7. JEZEBEL *(Frankie Laine)*
8. ONE DANCE WITH YOU *(Ray Anthony)*
9. TOO YOUNG *(Nat King Cole)*
10. SEPTEMBER SONG *(Ralph Marterie)*

Bob Evans
WSSB—Durham, N. C.
1. TOO YOUNG *(Nat King Cole)*
2. WHAT WILL I TELL MY HEART *(Eddy Howard)*
3. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
4. JEZEBEL *(Frankie Laine)*
5. UNLESS *(Eddie Fisher)*
6. SWEET VIOLETS *(Dinah Shore)*
7. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
8. WANG WANG BLUES *(Ralph Flanagan)*
9. IT ONLY TAKES A MINUTE *(Russ Morgan)*
10. BECAUSE OF RAIN *(Luis Acaraz)*

Lee Morris
WSB—Atlanta, Ga.
1. TOO YOUNG *(Toni Arden)*
2. COME ON-A MY HOUSE *(Rosemary Clooney)*
3. WHY CRY *(Lorry Raine)*
4. ON THE MORNINGSIDE OF THE MT. *(Merv Griffin)*
5. I'M IN LOVE AGAIN *(April Stevens)*
6. MINE & MINE ALONE *(Helen O'Connell)*
7. MY TRULY TRULY FAIR *(Vic Damone)*
8. DO YOU REALLY LOVE ME *(Tony Martin)*
9. THERE'S NO BOAT LIKE A ROWBOAT *(Perry Como)*
10. WANG WANG BLUES *(Ralph Flanagan)*

Clarence Hamann
WJMR—New Orleans, La.
1. MY TRULY TRULY FAIR *(Guy Mitchell)*
2. COME ON-A MY HOUSE *(Rosemary Clooney)*
3. I'M IN LOVE AGAIN *(April Stevens)*
4. VANITY *(Les Baxter)*
5. GO, GO, GO *(Hayes-Kallen)*
6. VALENTINO TANGO *(Castillanis)*
7. SWEET VIOLETS *(Dinah Shore)*
8. SHANGHAI *(Doris Day)*
9. I WON'T CRY ANYMORE *(Tony Bennett)*
10. TENDERLY *(Dave Rose)*

Mike May
WCSI—Columbus, Ind.
1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. THESE THINGS I OFFER YOU *(Sarah Vaughan)*
3. THEM THERE EYES *(Champ Butler)*
4. SHANGHAI *(Doris Day)*
5. SWEET VIOLETS *(Dinah Shore)*
6. TOO YOUNG *(Nat King Cole)*
7. I'M IN LOVE AGAIN *(April Stevens)*
8. CHICKEN IN A CAR *(Ralph Flanagan)*
9. JEZEBEL *(Frankie Laine)*
10. MORNING SIDE OF THE MT. *(Merv Griffin)*

Bill Silbert
WWJ—Detroit, Mich.
1. BECAUSE OF RAIN *(Ella Fitzgerald)*
2. COME ON-A MY HOUSE *(Rosemary Clooney)*
3. GOOD MORNING MR. ECHO *(Jane Turzey)*
4. LONELY LITTLE ROBIN *(Martin Morgan)*
5. SHANGHAI *(Doris Day)*
6. EVERTRUE, EVERMORE *(Patti Page)*
7. UNLESS *(Guy Mitchell)*
8. THREE HANDED WOMAN *(Benny Strong)*
9. TRULY, TRULY FAIR *(Freddy Martin)*
10. FRANCESCA *(Xavier Cugat)*

Jerry Roberts
WAAT—Newark, N. J.
1. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
2. THESE THINGS I OFFER YOU *(Ray Anthony)*
3. MY TRULY, TRULY FAIR *(Vic Damone)*
4. TOO YOUNG *(King Cole)*
5. I'M A FOOL TO WANT YOU *(Frank Sinatra)*
6. I DON'T WANT YOU IN MY ARMS *(Ben Smith)*
7. THE GIRLS WE NEVER DID WED *(Robert Merrill)*
8. IF YOU TURN ME DOWN *(Peggy Lee)*
9. GO, GO, GO, GO *(Richard Hayes)*
10. ALLENTOWN JAIL *(Jo Stafford)*

Brad Phillips
WINS—New York, N. Y.
1. MY TRULY, TRULY FAIR *(Vic Damone)*
2. THESE THINGS I OFFER YOU *(Dick Haymes)*
3. TELL ME *(Alan Dale)*
4. SHANGHAI *(Bing Crosby)*
5. UNLESS *(Guy Mitchell)*
6. BECAUSE OF YOU *(Tony Bennett)*
7. THERE'S NO BOAT LIKE A ROWBOAT *(Perry Como)*
8. NO ONE BUT YOU *(Tony Matrin)*
9. I APOLOGIZE *(Billy Eckstine)*
10. BECAUSE OF RAIN *(Nat King Cole)*

Ray Perkins
KFEL—Denver, Colo.
1. JEZEBEL *(Frankie Laine)*
2. TOO YOUNG *(Nat King Cole)*
3. ROSE, ROSE I LOVE YOU *(Buddy Morrow)*
4. MY TRULY TRULY FAIR *(Guy Mitchell)*
5. ON TOP OF OLD SMOKY *(Vaughn Monroe)*
6. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
7. MISTER & MISSISSIPPI *(Dennis Day)*
8. PRETTY EYED BABY *(Jane Turzey)*
9. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
10. SWEET VIOLETS *(Dinah Shore)*

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending July 14 without any changes on the part of THE CASH BOX.

Mort Nusbaum
WHAM—Rochester, N. Y.

1. I GET IDEAS *(Tony Martin)*
2. TOO YOUNG *(King Cole)*
3. HOPALONG CASSIDY MARCH *(De Vol)*
4. JEZEBEL *(Frankie Laine)*
5. NO BOAT LIKE A ROWBOAT *(Perry Como)*
6. FAITHFULLY YOURS *(Tony Martin)*
7. IF YOU HAVEN'T GOT A SWEETHEART *(Doris Day)*
8. BIG BLUE CLOUD *(Perry Como)*
9. GOTTA FIND SOMEBODY TO LOVE *(Mindy Carson)*
10. VANITY *(Les Boxter)*

Buddy Deane
WITH—Baltimore, Md.

1. TOO YOUNG *(Nat King Cole)*
2. COME ON-A MY HOUSE *(Rosemary Clooney)*
3. ROSE, ROSE I LOVE YOU *(Buddy Morrow)*
4. JEZEBEL *(Frankie Laine)*
5. THESE THINGS I OFFER YOU *(Ray Anthony)*
6. SWEET VIOLETS *(Dinah Shore)*
7. I'M IN LOVE AGAIN *(April Stevens)*
8. I'M A FOOL TO WANT YOU *(Frank Sinatra)*
9. I GET IDEAS *(Tony Martin)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Roger Clark
WNOR—Norfolk, Va.

1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. I'M IN LOVE AGAIN *(April Stevens)*
3. I GET IDEAS *(Tony Martin)*
4. WHAT WILL I TELL MY HEART *(Paul Weston)*
5. WONDER WHY *(Helen O'Connell)*
6. THESE THINGS I OFFER YOU *(Sarah Vaughan)*
7. WE KISSED IN A SHADOW *(Perry Como)*
8. MY TRULY, TRULY FAIR *(Vic Damone)*
9. FOR ALL WE KNOW *(Voices of Schuman)*
10. LONELY LITTLE ROBIN *(Marion Morgan)*

David Walshak
KCTI—Gonzales, Texas

1. TOO YOUNG *(Nat King Cole)*
2. MY TRULY, TRULY FAIR *(Vic Damone)*
3. WANG, WANG BLUES *(Theresa Brewer)*
4. JEZEBEL *(Frankie Laine)*
5. THESE THINGS I OFFER YOU *(Ray Anthony)*
6. UNLESS *(Guy Mitchell)*
7. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
8. SWEET VIOLETS *(Dinah Shore)*
9. COME ON-A MY HOUSE *(Rosemary Clooney)*
10. GOOD MORNING MR. ECHO *(Margaret Whiting)*

Eddie Gallaher
WTOP—Washington, D. C.

1. TOO YOUNG *(King Cole)*
2. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
3. JEZEBEL *(Frankie Laine)*
4. MY TRULY, TRULY FAIR *(Guy Mitchell)*
5. ON TOP OF OLD SMOKY *(The Weavers)*
6. SOUND OFF *(Vaughn Monroe)*
7. MOCKIN' BIRD HILL *(Patti Page)*
8. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
9. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
10. I'M IN LOVE AGAIN *(Henri Rene)*

Bob Corley
WQXI—Atlanta, Ga.

1. MY TRULY, TRULY FAIR *(Guy Mitchell)*
2. TOO YOUNG *(King Cole)*
3. I'M IN LOVE AGAIN *(Henri Rene)*
4. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
5. MISTER & MISSISSIPPI *(Dennis Day)*
6. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
7. UNLESS *(Gordon Jenkins)*
8. BECAUSE OF YOU *(Bob Crosby)*
9. THERE'S NO BOAT LIKE A ROWBOAT *(Perry Como)*
10. HOW MANY TIMES *(Dinah Shore)*

Paul Irving
WEDC—Chicago, Ill.

1. MY TRULY, TRULY FAIR *(Guy Mitchell)*
2. MORNING MR. ECHO *(Jane Turzy)*
3. TOO YOUNG *(Nat King Cole)*
4. LULL IN MY LIFE *(Bob Connally)*
5. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
6. JEZEBEL *(Frankie Laine)*
7. WANG, WANG BLUES *(Ames Bros.)*
8. I'M IN LOVE AGAIN *(April Stevens)*
9. COME ON-A MY HOUSE *(Rosemary Clooney)*
10. VANITY *(Tony Fontaine)*

Phil Wilson
WLEE—Richmond, Va.

1. TOO YOUNG *(Nat King Cole)*
2. JEZEBEL *(Frankie Laine)*
3. ROSE, ROSE, I LOVE YOU *(Buddy Morrow)*
4. MY TRULY, TRULY FAIR *(Guy Mitchell)*
5. COME ON-A MY HOUSE *(Rosemary Clooney)*
6. MISTER & MISSISSIPPI *(Patti Page)*
7. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
8. I'M IN LOVE AGAIN *(April Steevns)*
9. PRETTY EYED BABY *(Gene Williams)*
10. VANITY *(Don Cherry)*

Lee Stewart
WHAT—Philadelphia, Pa.

1. MISTER & MISSISSIPPI *(Gene Autry)*
2. SATINS & LACE *(Zeke Manners)*
3. SOMEBODY *(Rosalie Allen)*
4. THE STRANGE LITTLE GIRL *(Cowboy Copas)*
5. ALARM CLOCK BOOGIE *(Bill Darnel)*
6. TEN THOUSAND MILES *(Dinah Shore)*
7. I WANNA PLAY HOUSE WITH YOU *(Eddy Arnold)*
8. TENNESSEE HILLBILLY GHOST *(Red Foley)*
9. RHUMBA BOOGIE *(Hank Snow)*
10. COLD, COLD HEART *(Hank Williams)*

Earle Pudney
WGY—Schenectady, N. Y.

1. TOO YOUNG *(Nat King Cole)*
2. MY TRULY, TRULY FAIR *(Guy Mitchell)*
3. COME ON-A MY HOUSE *(Rosemary Clooney)*
4. GONE FISHIN' *(Bing Crosby-Louis Armstrong)*
5. SHANGHAI *(Doris Day)*
6. THESE THINGS I OFFER YOU *(Patti Page)*
7. MORNINGSIDE OF THE MT. *(Paul Weston)*
8. HELLO YOUNG LOVERS *(Perry Como)*
9. TEN THOUSAND MILES *(Dinah Shore)*
10. GOOD MORNING MR. ECHO *(Jane Turzy)*

Dick Coleman
WCBM—Baltimore, Md.

1. TOO YOUNG *(Nat King Cole)*
2. UNLESS *(Eddie Fisher)*
3. JEZEBEL *(Frankie Laine)*
4. BECAUSE OF YOU *(Les Baxter)*
5. I WANT TO BE WITH YOU ALWAYS *(Andrews Sisters)*
6. COME ON-A MY HOUSE *(Rosemary Clooney)*
7. I'M IN LOVE AGAIN *(April Stevens-Henri Rene)*
8. RED SAILS IN THE SUNSET *(Nat King Cole)*
9. PRETTY-EYED BABY *(Frankie Laine-Jo Stafford)*
10. I GET IDEAS *(Tony Martin)*

Robin Seymour
WKMH—Dearborn, Mich.

1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. SHANGHAI *(Doris Day)*
3. TOO YOUNG *(Nat King Cole)*
4. I GET IDEAS *(Tony Martin)*
5. MORNINGSIDE OF THE MT. *(Paul Weston)*
6. MISTER & MISSISSIPPPI *(Dennis Day)*
7. MY TRULY, TRULY FAIR *(Guy Mitchell)*
8. SWEET VIOLETS *(Dinah Shore)*
9. WANG, WANG BLUES *(Ames Bros.)*
10. I HEARD A SONG *(Eddie Fisher)*

Herb Dexter
WPEN—Philadelphia, Pa.

1. MARY THE PRAIRIE & I *(Bill Darnel)*
2. SHANGHAI *(Billy Williams Qt.)*
3. ANYTIME AT ALL *(Fran Warren)*
4. GOOD MORNING MR. ECHO *(Margaret Whiting)*
5. THERE'S A BIG BLUE CLOUD *(Perry Como)*
6. I'M A FOOL TO WANT YOU *(Frank Sinatra)*
7. MIXED EMOTIONS *(Rosemary Clooney)*
8. MY TRULY, TRULY FAIR *(Guy Mitchell)*
9. THE LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
10. WANG, WANG BLUES *(Ames Bros.)*

John Wrisley
WFGM—Fitchburg, Mass.

1. I'M IN LOVE AGAIN *(April Stevens)*
2. MY TRULY, TRULY FAIR *(Guy Mitchell)*
3. THESE THINGS I OFFER YOU *(Sarah Vaughan)*
4. THERE'S A BIG BLUE CLOUD *(Perry Como)*
5. JEZEBEL *(Frankie Laine)*
6. WANG, WANG BLUES *(Ames Bros.)*
7. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
8. UNLESS *(Eddie Fisher)*
9. TOO YOUNG *(Nat King Cole)*
10. ANYTIME AT ALL *(Fran Warren)*

Ed McKenzie
WJBK—Detroit, Mich.

1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. WANG, WANG BLUES *(Ralph Flanagan)*
3. SHANGHAI *(Doris Day)*
4. DO YOU REALLY LOVE ME *(Ella Fitzgerald)*
5. MAYBE IT'S BECAUSE *(Paul Weston)*
6. SWEET VIOLETS *(Dinah Shore)*
7. VANITY *(Don Cherry)*
8. JOSEPHINE *(Les Paul-Mary Ford)*
9. BECAUSE OF YOU *(Les Baxter)*
10. I HEARD A SONG *(Eddie Fisher)*

Bob Anthony
KRMG—Tulsa, Okla.

1. TOO YOUNG *(Nat King Cole)*
2. JEZEBEL *(Frankie Laine)*
3. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
4. HOW HIGH THE MOON *(Les Paul-Mary Ford)*
5. MY TRULY, TRULY FAIR *(Guy Mitchell)*
6. MISTER & MISSISSIPPI *(Patti Page)*
7. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
8. SEPTEMBER SONG *(Stan Kenton)*
9. ON TOP OF OLD SMOKY *(The Weavers)*
10. I APOLOGIZE *(Billy Eckstine)*

This week's

New Releases ...on RCA Victor

RELEASE #51-29

POPULAR

BUDDY MORROW and his Orchestra
Everything I Have Is Yours
It Never Entered My Mind
20-4195 (47-4195)*

THE THREE SUNS
Come On-A My House
Hula Blues 20-4199 (47-4199)*

PERRY COMO with Mitchell Ayres' Orchestra
Mystery Record
20-4203 (47-4203)*

MINDY CARSON with Norman Leyden's Orchestra
Irish Stew
Say It Again 20-4204 (47-4204)*

COUNTRY

THE OKLAHOMA WRANGLERS
Country Kisses
I Know You'll Never Change
21-0491 (48-0491)*

TEXAS JIM ROBERTSON and The Panhandle Puncher
Deady Weapon
Bite Your Tongue And Say You're Sorry 21-0492 (48-0492)*

ANITA CARTER
I Want To Be Blue
Just You And I
21-0493 (48-0493)*

RHYTHM

STEVE GIBSON and the Original Red Caps
Would I Mind
When You Come Back To Me
22-0138 (50-0138)*

POP-SPECIALTY

SIX FAT DUTCHMEN
Du, Du Liegst Mir Im Herzem
Overshoe Landler
25-1202 (51-1202)*

RED SEAL SPECIAL

BOSTON POPS ORCHESTRA, ARTHUR FIEDLER, Conductor
Medley From Walt Disney's ALICE IN WONDERLAND
10-3451 (49-3451)*

* 45 rpm Cat. nos.

Going Strong...

$ ... indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF JULY 14

$ **Sweet Violets**
Dinah Shore
20-4174—(47-4174)*

$ **The Loveliest Night Of The Year**
Mario Lanza
10-3300—(49-3300)*

$ **I'll Hold You In M Heart**
Eddie Fisher
20-4191—(47-4191)*

$ **I'm In Love Again**
Henri Rene with April Stevens
20-4148—(47-4148)*

$ **Sound Off**
Vaughn Monroe
20-4113—(47-4113)*

$ **I Get Ideas**
Tony Martin
20-4141—(47-4141)*

$ **Because**
Mario Lanza
10-3207—(47-3207)*

$ **On Top Of Old Smoky**
Vaughn Monroe
20-4114—(47-4114)*

$ **Mister And Mississippi**
Dennis Day
20-4140—(47-4140)*

$ **I Wanna Play House With You**
Eddy Arnold
21-0476—(48-0476)*

$ **Vesti La Giubba**
Mario Lanza
10-3228—(49-3228)*

$ **Tell Me (Do You Really Love Me)**
Tony Martin
20-4169—(47-4169)*

$ **Be My Love**
Mario Lanza
10-1561—(49-1561)*

$ **What Is A Boy**
Jan Peerce
10-3425—(49-3425)*

$ **Cryin' Heart Blues**
Johnnie & Jack
21-0478—(48-0478)*

The stars who make the hits are on RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN, NEW JERSEY

The record that's making the industry spin!

ROSEMARY CLOONEY'S

Sensational Summer Smash

"Come On-a My House"

and

"ROSE OF THE MOUNTAIN"

78 rpm 39467
33⅓ rpm 3-39467
45 rpm 4-39467

Close to 500,000 sold to date

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Originators of 33⅓ Records

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BETTER RECORDS MORE BUSINESS

Here's A Plan

by

Henry Okun

Everytime the record business reaches an impasse, the cry goes out that all sorts of changes have to be made, but suggestions come in dribs and drabs without any overall unified plan.

Here are some suggestions relating to all phases of the record business which, if followed, could only work to improve everyone's operations and gain greater profits for all concerned.

Songs Selected

Instead of the present method of submitting songs whereby the publisher tackles the A & R head of a company, the artist under contract should be allowed to go to the various publishers and select possibly 10 or 15 tunes that he "feels." Any band leader or vocalist will testify to the fact that a better recording job can be done with a song which is "felt from the heart" rather than one that is just sung. The present method of having publishers come to the A & R head's office where in one day as much as 75 or 80 songs may be submitted is all wrong. No A & R man can go over that many songs in a week or two much less a day. A better method would be to have someone in the A & R department screen songs submitted by publishers—other than those brought in by artists. If one of those screened songs have merit, it can then be submitted to an artist to see whether he likes and "feels" it. The present system of giving an artist a song he doesn't like has proven time after time that where there's no feeling, there's no profit coming in—just another hunk of wax being made.

Releases

There are entirely too many releases. Not 10% of the records released today are ever heard of again after the first week. Releasing disks in droves hurts even the good records because there is not a chance for a song to catch on. Disk jockeys receive as many as 50 records a day, that is more than 300 a week. Common sense will tell you that the great majority of these are wasted. How can anyone play 300 new songs a week—plus current requests and hit songs. The present situation gives rise to such signs as "5 Records For $1" or "40% Reduction On Albums." An unhealthy condition.

Another question that has to be worked out is the release date. The release date is set by the publisher to protect the song, the record and the firm. It goes without saying that the release date should be kept. It worked successfully in the past—why not now? This is a serious situation that needs correction in the worst way—or rather the best way—fewer releases and more respect for the release date.

It would work for the benefit of all the companies if they would stop making the record business a "rat race" and settled down to blend ideas for everyone's mutual profit.

Distributors

Distributors are the unsung heroes and real backbone of the record business. Anyone in the know can tell you that today it is neither the name label nor name artist that makes the song. It is a combination of song and rendition plus alert distribution. It's a good idea for every executive of every disk firm to get out and visit the distributors regularly. Particularly is this necessary for the A & R men so that they may get new ideas as to what customers in each area want via records..

The question of distributor promotion is one that has to be fully reexamined. The distribution of records to disk jockeys should be in the hands of the local distributor, as he—if he is on the ball—will know who the key djs in his territory are.

The distributor should also attend all open operator association meetings, spread the gospel about his firm's new songs and hypo the current songs along. He should romance the jukes from coast to coast. There are about 550,000 machines in the country. Get on 20% of them and that's all any company needs.

Salesmen and field men should encourage the stores to put out real window displays to entice customers instead of the sad windows many of the stores have today. Companies might even offer prizes for good windows. They've done it in the past and reaped rewards. Why not today?

Personal managers of record artists should notify distributors well in advance of the appearance of their client in any particular area. This will give them time to get to djs, plug the event and try to have the artist "live" on the station. Juke box associations and ops should also be told that an artist is around. This all creates good will and sells records.

Record Companies

Without a doubt there should be a Record Company Association to thrash out problems pertinent to all firms. Moreover it would be wrong to have such an association dominated by the big firms. No one firm has an exclusive on hits today. A firm with a shoe string can get a good rendition, make a master and have a hit. It's been done innumerable times in the past and will certainly be done again. The little guy has as much right to stay around as the big company. The sooner the companies sit down and talk with each other—instead of about each other—the better it will be. More can be gained by words than with blows.

Life Of A Song

Isn't it pathetic that today the life of a song outside of such smashes as "Goodnight Irene," "Tennessee Waltz," etc., is six to eight weeks. A short time ago six or eight months was a short life; for when a firm went out on a tune it stayed with it come what may. The main reason for today's sad state? Too many new releases. This point can't be emphasized too much. It's the crux of the record business. Fewer releases would hurt no one. It would give firms a chance to build a song, sell more records and in general be of benefit. Does the record business need a Paul Revere to ride again and say "Wake up—wake up—television is coming"? It's too late for that sort of thing. Television is here but with a little common sense its sting can be lessened.

Editorial Comment

The ideas expressed above are one man's opinion—those of Henry Okun, veteran disk promotion man and are ideas which the editors of The Cash Box have been mulling over for some time.

GREETINGS NAMM

ROBBINS MUSIC CORPORATION and LEO FEIST, INC.

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AN EXCEPTIONAL SCORE from M-G-M's Smash Musical "RICH, YOUNG AND PRETTY"

by SAMMY CAHN and NICHOLAS BRODSZKY

TOP SONGS! TOP ARTISTS! TOP RECORDS!

From ROBBINS

WONDER WHY

TONI ARDEN ..... Columbia
VIC DAMONE ..... Mercury
BILLY ECKSTINE ..... M-G-M
HERB JEFFRIES ..... Coral
GUY LOMBARDO ..... Decca
VAUGHN MONROE ..... RCA Victor
HELEN O'CONNELL ..... Capitol
JANE POWELL ..... M-G-M

WE NEVER TALK MUCH

HELEN O'CONNELL-DEAN MARTIN ..... Capitol
JANE POWELL-JUD CONLIN SINGERS ..... M-G-M
DANIELLE DARRIEUX-FERNANDO LAMAS ..... M-G-M Album

L'AMOUR TOUJOURS

(Tonight For Sure)

BOB CROSBY ..... Capitol
JANE POWELL ..... M-G-M
DANIELLE DARRIEUX ..... M-G-M Album

PARIS

FERNANDO LAMAS ..... M-G-M

ROBBINS MUSIC CORPORATION
799 Seventh Avenue • New York 19
MURRAY BAKER, Gen. Prof. Mgr.

From FEIST

DARK IS THE NIGHT

(C'est Fini!)

TONI ARDEN ..... Columbia
HERB JEFFRIES ..... Coral
GUY LOMBARDO ..... Decca
MARY MAYO ..... Capitol
VAUGHN MONROE ..... RCA Victor
JANE POWELL ..... M-G-M

I CAN SEE YOU

DON CHERRY ..... Decca
VIC DAMONE ..... Mercury
WOODY HERMAN ..... M-G-M
MARY MAYO ..... Capitol
JANE POWELL ..... M-G-M

HOW D'YA LIKE YOUR EGGS IN THE MORNING

HELEN O'CONNELL-DEAN MARTIN ..... Capitol
JANE POWELL-JUD CONLIN SINGERS ..... M-G-M
VIC DAMONE ..... Mercury

LEO FEIST, INC.
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NORMAN FOLEY, Gen. Prof. Mgr.

BREAKING FAST! The Big Song Hit Featured in M-G-M's "STRICTLY DISHONORABLE"

EVERYTHING I HAVE IS YOURS

Recorded by: BILLY ECKSTINE—M-G-M • TOMMY DORSEY—Decca • EZIO PINZA—RCA-Victor

MILLER MUSIC CORPORATION • 799 SEVENTH AVENUE, NEW YORK 19 • Lester Sims, Gen. Prof. Mgr.

BILLY WILLIAMS Quartette

singing...

"SHANGHAI"

coupled with

"THE WONDROUS WORD"

MGM-10998

going Strong...

"PRETTY EYED BABY"

coupled with

"YOU MADE ME LOVE YOU"

MGM-10967

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SID CAESAR and IMOGENE COCA

M-G-M RECORDS

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701 SEVENTH AVE., NEW YORK 19, N.Y.

Direction

WILLIAM MORRIS AGENCY

NAMM PROGRAM

Sunday—July 15

10:00 A.M. — Registration. Fourth Floor Foyer

10:00 A.M.—National Association of Band Instrument Manufacturers Annual Meeting—Private Dining Room 7

2:00 P.M.—NAMM Annual Meeting Board of Directors—Private Dining Room 11

3:00 P.M.—National Association of Musical Merchandise Wholesalers Executive Committee Meeting—Private Dining Room 2

4:00 P.M.—National Piano Travelers Association Annual Meeting—Private Dining Room 6

6:00 P.M.—National Association of Musical Merchandise Wholesalers Annual Meeting—Crystal Room

6:00 P.M.—National Association of Musical Merchandise Manufacturers Annual Meeting—Private Dining Room 4

Monday—July 16

10:00 A.M.—NAMM Press Conference —Private Dining Room 9

12:00 Noon — Golden Anniversary Luncheon—Grand Ballroom

3:00 P.M.—Trade Practice Committee Meeting — Private Dining Room 3

3:30 P.M.—NAMM Ladies' Tea and Entertainment—Crystal Room

Tuesday—July 17

8:00 A.M.—National Association of Musical Merchandise Wholesalers Salesmen's Breakfast — Crystal Room

10:00 A.M.—National Association of Sheet Music Dealers Board of Directors—Private Dining Room 5

10:00 A.M.—NAMM Annual Meeting of Members—Grand Ballroom

12:30 P.M.—National Association of Sheet Music Dealers Luncheon—Illinois Room

2:00 P.M.—National Association of Sheet Music Dealers Business Meeting & Program — Illinois Room

2:00 P.M. — Record Merchandising Forum—Grand Ballroom

8:00 P.M. — Phonograph Manufacturers Association Annual Dinner —Crystal Room

Wednesday—July 18

9:30 A.M.—NAMM Top Management Session—Grand Ballroom

10:00 A.M.—Merchandising Accessory Forum—Crystal Room

11:30 A.M.—Operating Sheet Music Department—Crystal Room

12:00 Noon—NAMM Board of Directors Meeting — Private Dining Room 11

2:00 P.M. — Instrument Repair Forum—Crystal Room

7:00 P.M.—Golden Anniversary Banquet—Grand Ballroom Suite—Hotel Stevens

Thursday—July 19

10:00 A.M. — Retail Salesmanship Forum—Grand Ballroom

BIG IN THE BOXES

Novelty Dynamite

"OUT O' BREATH"

by Benjamin & Weiss and Joseph Myer

Recorded by

* JOHNNY DESMOND
MONICA LEWIS
M-G-M

EDDY HOWARD
Mercury

GUY LOMBARDO
GLORIA DE HAVEN
Decca

APRIL STEVENS
HENRI RENE
RCA Victor

MARTHA TILTON
MODERNAIRES
Coral

SARAH VAUGHAN
PAUL WESTON ORK.
Columbia

* listed alphabetically

Published By

VALANDO MUSIC CORP

MIKE SUKIN, Gen. Prof. Mgr.

1619 BROADWAY NEW YORK, N.

Mercury Institutes Free Sample Disk Program For Juke Box Ops

Vic Damone's "Son of a Sailor" and "Longing For You" First Disks On Free Sample List

ART TALMADGE

CHICAGO—In addition to the free disk deals that Mercury have been making right along for the juke box industry, as well as the free title strips which the firm have consistently arranged for the automatic music field, Mercury Records this past week, thru Art Talmadge, announced a brand new free sample disk program for the juke box ops.

The program will be the same as the firm now use with disc jockeys thruout the nation. Individual operators will be chosen, according to lists of the firm's distributors everywhere in the nation, and these operators will receive a free sample of any new disk which the firm introduces and which is pressed for juke box consumption.

The plan is to allow the operators to hear the records first and then contact their nearest Mercury Records distributor for purchase in quantity.

Talmadge also announced that the first disks ready for free sample distribution to the nation's juke box ops would be Vic Damone's "Son Of A Sailor" and "I'm Longing For You." Both tunes, it is believed, will prove themselves marvelously fitted for the nation's juke boxes.

In addition, Art Talmadge stated, the operators would have the opportunity to listen to the disks in an unhurried and careful manner in their own homes or offices and would be prepared, especially when Mercury Record distributor salesmen call on them, to make their decision as to how many of the new disks they can use.

"It's a great time saver," Talmadge explained. "from the standpoint that the distributors' salesmen don't have to hang around and put on a new disk on some player at each operators' offices they call on. They'll now know that the operators have heard the new releases and will save the operator time as well as save much time for themselves by discussing the disks and taking orders."

Talmadge also stated that the firm would continue issuing free title strip and would also, from time to time, continue with the free deals it has made to the juke box industry whereby a number of free records are given with quantity purchases.

"We are going to select certain numbers, those we think best fitted for the automatic music machines," Talmadge said. "and we are going to treat the juke box operators the very same way we treat the disc jockeys by sending them free samples of these new releases so that they can listen to them unhurriedly and carefully and decide for themselves."

Mercury Records have introduced many unique and original programs for the benefit of the juke box industry. It is believed that this latest venture on the part of the firm is sure to prove of tremendous value to all the nation's operators.

In this regard, Art Talmadge said: "We have always considered the juke box operator as our personal friend. We want him to feel that we are his friend in every regard.

"As friends, we are going to do whatever we possibly can to make things easier and better for him. We hope that this new free sample program, in addition to the deals we make at intervals and the consistent free title strip program we carry on, will help our friends, the nation's automatic music machine operators, to a better and more profitable business."

MGM To Screen "Show Boat" For NAMM Meet

CHICAGO—MGM Records will hold a special screening of "Show Boat" for record dealers and distributors attending the NAMM convention. It will take place at the Little Theater in the Civic Opera Building, Monday evening, July 16 at 8:00 P.M. Admission will be by special invitation available at the MGM Record exhibit, Booth 91.

DAVID LE WINTER
Your Maestro At The
Pump Room
CHICAGO
Now Featured
on
COLUMBIA RECORDS
★ ★ ★
Also Currently Appearing On
"OH, KAY"
WENR-TV, CHICAGO, 10 A.M., CDST.

★ ★ ★ ★

RARE! UNIQUE! DIFFERENT!
...Songs For Every Program...Singer...Group...Orchestra...

England's No. 1 Song Hit
GOOD LUCK, GOOD HEALTH, GOD BLESS YOU
Recorded by
BILLY COTTEN ..... London
RICHARD HAYES-KITTY KALLEN.. Mercury
EVELYN KNIGHT ..... Decca
THE MARINERS ..... Columbia
ROY ROGERS ..... RCA Victor
RICHARD TUCKER-PERCY FAITH Columbia
DARTMOUTH MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

Extra! Special Release!
2 New Hits from THE WEAVERS on DECCA RECORDS!
WHEN THE SAINTS GO MARCHING IN
New and Original Material Sung EXCLUSIVELY by THE WEAVERS
backed by
KISSES SWEETER THAN WINE
FOLKWAYS MUSIC PUBLISHERS, INC. • 129 W. 52nd ST. • NEW YORK 19, N. Y.

By the writer of "My Reverie" and "Dipsy Doodle"—LARRY CLINTON
DREAMY MELODY
Recorded by
OWEN BRADLEY ..... Coral
LARRY CLINTON & Paulette Sisters.. Broadway
HARRY JAMES ..... Columbia
HENRI RENE-APRIL STEVENS .. RCA-Victor
CROMWELL MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

2 Outstanding Songs Showing Up Fast!
Recorded by BURL IVES—PERCY FAITH ORCHESTRA on COLUMBIA RECORDS
OH! DEAR! SHE'S WONDERFUL, BEAUTIFUL
coupled with
NOAH FOUND GRACE IN THE EYES OF THE LORD
LUDLOW MUSIC, INC. • 129 WEST 52nd STREET • NEW YORK 19, N. Y.

★ ★ ★ ★

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

"SLEEPER OF THE WEEK" ● **I'LL HOLD YOU IN MY HEART** (Adams, Vee & Abbott) — Eddie Fisher (Vic. 20-4191) rates unanimous approval for this big release. Cash Box votes it "Sleeper of the Week," Billboard, "Pick of the Week" and says, "Appealing throbber, a recent country click via Eddy Arnold's (Vic. 20-2332) waxing, proves attractive pop fare under Fisher's torch ministrations."

* * * * *

WATCH THIS ● **SUNSHINE KISSES** (Meridian) — Strong possibility is this newcomer with an impressive line-up of discs on the way. . . . Paul Weston-Lee Brothers (Col. 39447), Bill Farrell (MGM 11023), Martha Tilton-Harry Babbitt (Coral) and Irving Fields (Vic.). Tune to watch.

* * * * *

COMING CLICK ● **COLD, COLD HEART** (Acuff-Rose) — Early prediction is that Tony Bennett's (Col. 39449) newest release matches his current "Because of You" click. Tony gives pop treatment to the folk hit by Hank Williams (MGM 10904).

* * * * *

RHYTHM HIT ● **I'M WAITING JUST FOR YOU** (J & C) — Lucky Millinder (King 4453) captured the rhythm market and now heads into the pop lists. Bob Crosby's (Cap. 1595) version is rated by Billboard as his "likliest try for Capitol to date." Another favored disc is that by Hawkshaw Hawkins (King 969).

* * * * *

BIG NOVELTY ● **DEADLY WEAPON** (Spitzer) — Eddy Howard (Mer. 5663) has a lively novelty termed by Cash Box "an item that should go big." Billboard, too, places it in the "PICK" class. Texas Jim Robertson (Vic. 21-0492) does his own inimitable treatment.

* * * * *

CAPSULE COMMENT ● **ROTATION BLUES** (Tannen) — Elton Britt (Vic. 21-0494) comes up with a likely winner.

● **ALARM CLOCK BOOGIE** (Commodore) — Started off by Billy Briggs (Imperial 8111), now comes a Bill Darnel-George Auld disc (Coral 60543) that shows high potentials.

* * * * *

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
New York • Chicago
Hollywood • Toronto
Montreal

Exhibitors At 1951 Music Trade Show

(Record Manufacturers & Suppliers)

AMERICAN MUSIC CONFERENCE, Chicago, Illinois	Room 906
CAPITOL RECORDS, INC., Hollywood, California	Booths 54, 55
CHICAGO ALBUM & SPECIALTY CO., Chicago, Illinois	Booth 21
COLUMBIA RECORDS, INC., Bridgeport, Conn.	Booths 10, 11, 12
CORAL RECORDS, INC. (Subsidiary of DECCA RECORDS, INC.), New York, N. Y.	Booth 84
DECCA RECORDS, INC., New York, N. Y.	Booths 85, 86
DUOTONE CO., INC., New York, N. Y.	Booth 78
FOLKWAYS RECORDS & SERVICE CORP., New York, N. Y.	Booth 48
JENSEN INDUSTRIES, INC., Chicago, Illinois	Booth 73
JUBILEE RECORDS, New York, N. Y.	Booth 65
KING RECORDS, INC., Cincinnati, Ohio	Booth 18
LONDON GRAMAPHONE CORP., New York, N. Y.	Booth 1
MGM RECORDS, New York, N. Y.	Booth 91
MERCURY RECORDS CORP., Chicago, Illinois	Booths 87, 88
M. A. MILLER MFG. CO., Chicago, Illinois	Booth 52
MILLS MUSIC, INC., New York, N. Y.	Booth 58
MUSIC EDUCATORS NATIONAL CONFERENCE, Chicago, Illinois	Room 857
PEERLESS ALBUM CO. INC., New York, N. Y.	Booth 53
PERMO, INC., Chicago, Illinois	Booth 43
RCA VICTOR RECORDS, Camden, N. J.	Booths 89, 90
RECOTON CORP., New York, N. Y.	Booth 74

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● *Yes, for real service, it pays to standardize on Permo Points — the full line that meets your needs. There are eight to date — more to come!*

MIX 'EM UP!

With Permo, you take quantity discounts on your total needle order, regardless of the types you specify. So look ahead — and save — with Permo Points. Order now.

THE MUTED STYLUS
THE ROUND
THE STANDARD
THE MATCHED OSMO POINTS FOR SEEBURG 100-A
THE MATCHED JEWEL POINTS FOR SEEBURG 100-A AND 100-B
THE G. C. FOR AMI ROCKOLA EVANS
THE NYLON LOUD TONE
THE NYLON

IT PAYS TO STANDARDIZE ON
PERMO POINTS

★ THE CHEZ PAREE ★
PROUDLY PRESENTS
SOPHIE TUCKER
AND
JOE E. LEWIS
3 SHOWS NITELY
COMPLETE 7 COURSE DINNER $3.50 - $4.75
★ DELAWARE 7-3434 610 FAIRBANKS CT. ★

MOVING UP FAST

Only Mercury Has These Hits!

GEORGIA GIBBS

"WHILE YOU DANCED, DANCED, DANCED"

"WHILE WE'RE YOUNG"

MERCURY 5681 • 5681x45

PATTI PAGE

"DETOUR"

"WHO'S GONNA SHOE MY PRETTY LITTLE FEET"

MERCURY 5682 • 5682x45

VIC DAMONE

"LONGING FOR YOU"

"SON OF A SAILOR"

MERCURY 5655 • 5655x45

RICHARD HAYES

"GO, GO, GO, GO"

MERCURY 5671 • 5671x45

EDDY HOWARD

AND HIS ORCHESTRA

"DEADLY WEAPON"

MERCURY 5686 • 5686x45

THE TWO MISTER F's

New Singing Team

"THOSE WILL BE THE GOOD OLD DAYS"

"LONESOME"

MERCURY 5684 • 5684x45

A Different Sock Release

RALPH MARTERIE

"TRUMPETEER'S LULLABY"

"BEAUTIFUL OHIO"

MERCURY 5679 • 5679x45

LOLA AMECHE

"HITSITY HOTSITY"

MERCURY 5675 • 5675x45

Mercury RECORDS

MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Reunion in New York

NEW YORK—Back together again on wax are Bob Eberly and Helen O'Connell pictured with Dave Dexter (center) Capitol A & R man who flew in from the coast for the pair's first session. Their initial disk, "If You're Gonna Love Me, Love Me" backed by "The Little Things In Life" will be released shortly.

★ *Congratulations . . .* ★

ON YOUR NINTH BIRTHDAY AND MAY YOU CONTINUE TO ENJOY EVERY SUCCESS IN THE YEARS AHEAD.

Tony and Tillie Galgano

USED RECORD EXCHANGE

4142 W. ARMITAGE AVE., CHICAGO 39, ILLINOIS

(TEL: DICKENS 2-7060)

WE'RE SHOUTING . . .
IT'S A HIT!-IT'S A HIT!-IT'S A HIT!

CLIFF AYERS

Singing

"I'LL WAIT FOR YOU"

b/w "IT'S YOU! IT'S YOU! IT'S YOU!"

JUBILEE #4060

Going Strong In All Rhythm & Blues Spots

"LEMON SQUEEZING DADDY"

"THE SULTANS"

JUBILEE #5054

A Whopping 2 Sider

"SOPPIN' MOLASSES"

"WHOPPING BLUES"

BUDDY LUCAS and All Stars

JUBILEE #5058

Cleaning Up

THE ORIOLES new smash

"WHEN YOU'RE A LONG LONG WAY FROM HOME"

JUBILEE #5057

BE SURE TO VISIT US AT BOOTH 65 NAMM CHICAGO

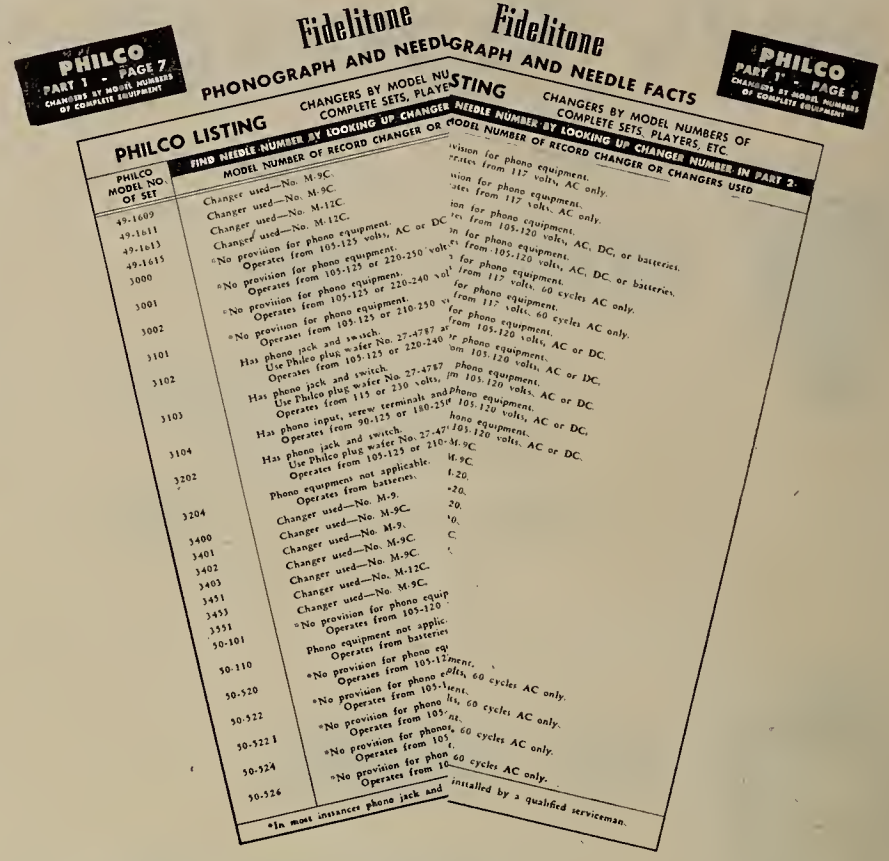
Jubilee RECORD CO. INC.

315 W. 47TH ST., NEW YORK, N. Y.

Right Needle - Cartridge - Model

by Gail S. Carter

Vice-President in charge of sales, Permo, Inc.


Fidelitone
PHONOGRAPH AND NEEDLE FACTS
PHILCO LISTING
CHANGERS BY MODEL NUMBERS OF COMPLETE SETS, PLAYERS, ETC.
FIND NEEDLE NUMBER BY LOOKING UP CHANGER OR MODEL NUMBER OF RECORD CHANGER OR CHANGERS USED
PHILCO MODEL NO. OF SET
PHILCO PART 1 - PAGE 7 CHANGERS BY MODEL NUMBERS OF COMPLETE EQUIPMENT
PHILCO PART 1 - PAGE 8 CHANGERS BY MODEL NUMBERS OF COMPLETE EQUIPMENT
*In most instances phone jack and
installed by a qualified serviceman.

The recent publicity about the possibility of our getting into the wrong war, at the wrong time, in the wrong place; could be properly applied to today's phonograph needles. So many people have during the last two or three years bought the wrong needle, for the wrong cartridge, for the wrong set; that Dealers have rightfully demanded that something be done to keep needle sales *sold*.

Permo, Incorporated, manufacturers of Fidelitone Conventional and Special Type Phonograph Needles, has met that demand. We took the time to do the job right. Our "Fidelitone Phonograph and Needle Facts" supply the positive, correct answer to the oft-repeated question "What phonograph needle is used in which set?" Only Permo supplies the model, changer and cartridge numbers—which is the difference between "sales gimmicks" and "sales engineering." General charts which give only cartridge numbers have sold phonograph needles to dealers who, in turn, could not sell them to the public. The needles were usable as such—but the dealer did not know, and the consumer did not know—where they could be used correctly.

The radical change from a standardard open chuck for one conventional type of needle to special sizes and types of chucks for special type needles imposes new problems for the trade and public. We, therefore, supply tools, nuts, washers and other accessories (when and as required) and instructions for easy home installation of Fidelitone Special Type Needles.

More people buy Fidelitone Phonograph Needles by name than any other brand. That public acceptance has been earned by manufacturing the finest phonograph needles that can be made, and by making them available to the public through only first-class Distributors and Dealers throughout the United States and the World.

Those distributors and dealers are supplied with "Fidelitone Phonograph and Needle Facts" that give complete information about record players used as initial equipment or attachments. Those outlets are prepared to properly supply and service consumer requirements for Fidelitone Phonograph Needles.

Good Business Ahead

What's ahead for the record dealer? "Good business—yes indeed," says Frank Walker, General Manager, MGM Records. "At the summer's end, conversion from a civilian to a partial war-time economy will be practically completed with overall business greatly expanded. More employment, more earning power, more money and resultantly more demand for all types of goods still in supply. Records mean relaxation and entertainment for the millions of men and women in the Armed Forces and for the millions of workers on the home front. Yes—good business ahead."

A GREAT NAME IN MUSIC

JOE MOONEY

"LONG AGO LAST NIGHT" and "CRAZY SHE CALLS ME" # 2003

EASTERN DISTRIBUTORS

COSNAT DIST., 315 W. 47th St., N. Y.

Carousel RECORDS

1650 BROADWAY NEW YORK 19, N. Y.

Increased Income For Ops Aim of RCA Victor Coin Machine Dept.

by Jim Lennon

Coin Operator Sales Manager, RCA Victor Record Dept.

The relationship between RCA Victor and the coin operator can best be described as a partnership. The company maintains a separate and complete department devoted exclusively to the servicing of the coin-machine industry. Chief purpose of this department is, to put it bluntly, to make more money for the coin operator, which of course reflects in the success of the department itself.

With the rapid growth of the coin industry in recent years and its increasingly important role in the entertainment life of the country, the facilities of RCA Victor have been more and more concentrated on providing increased service to the industry.

This service begins with the creation and manufacture of the kind of records which will produce revenue for the coin operator—there is no substitute for the hit record as a business builder.

In addition to its basic business of producing hits, RCA Victor has bent every effort in its distribution system toward getting hit merchandise into the hands of the coin operator as quickly as possible. Purpose of this is to overcome the profit-destroying time lag between the release of a new record and its establishment as a hit which means the loss of valuable playing days and even weeks for the operator.

To channel information to the coin operator on potential hits, the company has inaugurated a direct mailing program which includes promotional material and advance tips to aid the operators' planning. The program also includes a more extensive distribution of sample records to coin operators.

In recent trips to various sections of the country I found that many operators are systematically converting their machines to 45 rpm. This was encouraging evidence that the future of the popular record business and the coin operator is in the 45. This growing trend is easily understandable because of the obvious advantages of the 45 rpm record for the coin operator. These advantages include easier handling of the records, both in storage, and in carrying and changing records on machines.

In addition, the non-breakable feature of the 45 disc practically eliminotes the expensive breakage problem. Operators also report increased revenue from machines equipped with 45 rpm records with improved sound given as the reason. This is due not only to the better vinylite playing surfaces, but also because the greater durability of the record which maintains high quality of sound even after hundreds of plays. In this way the reluctance of customers to drop coins into machines whose time-worn records sound just plain bad, is overcome.

Some operators have expressed concern over the availability of all hits on 45. Ample answer to this is the information from virtually all companies that hit merchandise will be pressed on 45, accompanied by speed-up in distribution.

As an added service to coin operators RCA Victor is preparing special lists of 45 rpm records in all of the various categories from rhythm and blues to waltz. One of the first of these lists to be prepared consists of Mexican records available on 45. This was at the request of several operators with machines in Mexican locations. This same sort of listing will be available to operators to meet specialized needs.

With the combination of increased service to the coin machine industry and the rapid trend toward the use of 45 rpm records in music machines, a new era of increased business and greatly improved efficiency is at hand.

Top Ten Pop Money—Makers Jan-June 1951

1. TENNESSEE WALTZ
   Patti Page (Mercury)
2. IF
   Perry Como (RCA Victor)
3. MY HEART CRIES FOR YOU
   Guy Mitchell (Columbia)
4. BE MY LOVE
   Mario Lanza (RCA Victor)
5. HOW HIGH THE MOON
   Les Paul-Mary Ford (Capitol)
6. MOCKIN' BIRD HILL
   Patti Page (Mercury)
   Les Paul-Mary Ford (Capitol)
7. ON TOP OF OLD SMOKEY
   The Weavers (Decca)
8. TOO YOUNG
   Nat King Cole (Capitol)
9. SPARROW IN THE TREE TOP
   Guy Mitchell (Columbia)
   Bing Crosby-Andrews Sisters (Decca)
10. ABA DABA HONEYMOON
    Debbie Reynolds-Carleton Carpenter (MGM)

Al Denver Donates Juke Box To Soldier Memorial

NEW YORK—On behalf of the Automatic Music Operators' Association of New York, Al Denver, president, last Wednesday, donated a juke box and records to a memorial being established for a young soldier killed in Korea.

The presentation took place over the "Strike It Rich" program on CBS-TV before a listening and seeing audience of over half a million and was given to the O'Reilly family of Larchmont, N. Y., who lost their 18 year old son six weeks ago. An ardent record fan, he maintained house groups of friends at his home regularly. As a memoriam to the boy, the family opened a club room for the teen agers of the town and they requested a juke box and records via the "Strike It Rich" program.

Al Denver responded saying it was always a practice of the operators of the United States to donate machines to all worthy causes and in particular those which in any way at all contribute to the elimination of juvenile delinquency.

It was announced on the program that The Cash Box will also donate records regularly.

Capitol Talent at NAMM

NEW YORK—Top Capitol stars including Les Paul and Mary Ford, Tennessee Ernie, Mary Mayo, Art Van Damme and the Dinning Sisters will appear in the firm's booth at the NAMM convention. Record dealers will also have an opoprtunity to meet William Fowler, new sales head of the company. Feaured at the show will be Capitol's new Fall merchandise which will include more singles to meet operators' needs. As a special, a single from Yma Sumac album will be issued so that ops can get it on their machines.

Brenner Simulcasts Record Show

NEWARK, N. J.—Paul Brenner, emcee of "Requestfully Yours," the record show which has been a feature of WAAT for over ten years, has become the first dj to simulcast a regular show. Brenner simulcasts a half hour segment of the program nightly, Monday through Friday from 5:30-6:00 p.m. on WAAT, WAAT-FM and WATV Channel 13.

The simulcast segment of the show features top name recording artists who chat with Brenner and perform for the TV-FM and AM radio audiences. During the first week, the show featured such personalities as Alan Dale, the Fontane Sisters, Richard Hayes, Phil Brito and Eileen Barton.

Sincerest
Congratulatio
on Your
9th Anniversary
from
Cee Davidson
AND HIS ORCHESTRA
Chez Paree
Chicago

Everybody's Crying
for
"I'M CRYING"
PREMIUM 903
MEMPHIS SLIM
TERRY TIMMONS
• SENSATIONAL RECORDING DUO •
PREMIUM
RECORD CORPORATION
2326 S. MICHIGAN, CHICAGO 16, ILL.
4523 S. COTTAGE GROVE, CHICAGO 15, ILL.
(ALL PHONES: WA 4-0400)

"Who Sends You Orchids?"
A NEW RAY NOBLE BALLAD
NOW RELEASED ON *Capitol* RECORD #1598
BY
Mel Tormé
HIS LATEST AND GREATEST

ARDMORE MUSIC CORPORATION
MIKE GOULD, General Prof. Manager
250 WEST 57th STREET
NEW YORK CITY
1507 N. VINE ST.
HOLLYWOOD, CALIF.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

JULY 21, 1951

New York, N. Y.

1. TOO YOUNG *(Nat "King" Cole)*
2. JEZEBEL *(Frankie Laine)*
3. ROSE, ROSE I LOVE YOU *(Frankie Laine)*
4. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
5. MY TRULY, TRULY FAIR *(Guy Mitchell)*
6. ON TOP OF OLD SMOKY *(Weavers)*
7. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
8. MISTER & MISSISSIPPI *(Patti Page)*
9. SOUND OFF *(Vaughn Monroe)*
10. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*

Los Angeles, Cal.

1. TOO YOUNG *(Nat "King' 'Cole)*
2. JEZEBEL *(Frankie Laine)*
3. COME ON-A MY HOUSE *(Rosemary Clooney)*
4. MR. & MISSISSIPPI *(Dennis Day-Patti Page)*
5. I GET IDEAS *(Tony Martin)*
6. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
7. MY TRULY, TRULY FAIR *(Vic Damone)*
8. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
9. THEM THERE EYES *(Champ Butler)*
10. ON TOP OF OLD SMOKY *(Weavers)*

Savannah, Ga.

1. TOO YOUNG *(Nat "King" Cole)*
2. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
3. MY TRULY, TRULY FAIR *(Vic Damone)*
4. UNLESS *(Guy Mitchell)*
5. I GET IDEAS *(Tony Martin)*
6. I APOLOGIZE *(Billy Eckstine)*
7. THE STRANGE LITTLE GIRL *(Eddy Howard)*
8. IF *(Perry Como)*
9. JEZEBEL *(Frankie Laine)*
10. ON TOP OF OLD SMOKY *(Weavers)*

Brodhead, Wis.

1. TOO YOUNG *(Nat "King" Cole)*
2. JEZEBEL *(Frankie Laine)*
3. ROSE, ROSE I LOVE YOU *(Frankie Laine)*
4. MR. & MISSISSIPPI *(Patti Page)*
5. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
6. ON TOP OF OLD SMOKY *(Weavers)*
7. UNLESS *(Guy Mitchell)*
8. STRANGE LITTLE GIRL *(Eddy Howard)*
9. EVER TRUE, EVER MORE *(Patti Page)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Chicago, Ill.

1. SOUND OFF *(Vaughn Monroe)*
2. TOO YOUNG *(Nat "King" Cole)*
3. MY TRULY, TRULY FAIR *(Vic Damone)*
4. JEZEBEL *(Frankie Laine)*
5. BECAUSE OF YOU *(Tony Bennett)*
6. I'M IN LOVE AGAIN *April Stevens)*
7. MISTER & MISSISSIPPI *(Patti Page)*
8. COME ON-A MY HOUSE *(Rosemary Clooney)*
9. I GET IDEAS *(Tony Martin)*
10. GOOD MORNING MR. ECHO *(Jane Turzy)*

Baltimore, Md.

1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. SWEET VIOLETS *(Dinah Shore)*
3. I'M IN LOVE AGAIN *(April Stevens)*
4. MORNINGSIDE OF THE MOUNTAIN *(Tommy Edwards)*
5. PRETTY EYED BABY *(Jo Stafford-Frankie Laine)*
6. DEEP PURPLE *(Sarah Vaughan)*
7. SHANGHAI *(Billy Williams)*
8. UNLESS *(Eddie Fisher)*
9. TOO YOUNG *(Nat "King" Cole)*
10. HOW HIGH THE MOON *(Les Paul & Mary Ford)*

Norfolk, Va.

1. COME ON-A MY HOUSE *(Rosemary Clooney)*
2. JEZEBEL *(Frankie Laine)*
3. I GET IDEAS *(Tony Martin)*
4. TOO YOUNG *(Nat "King" Cole)*
5. I'M IN LOVE AGAIN *(April Stevens)*
6. MY TRULY, TRULY FAIR *(Guy Mitchell)*
7. SWEET VIOLETS *(Dinah Shore)*
8. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
9. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
10. SHANGHAI *(Doris Day)*

Malta, Montana

1. BEAUTIFUL BROWN EYES *(Jimmy Wakely)*
2. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
3. DOWN THE TRAIL OF ACHIN' HEARTS *(Guy Lombardo)*
4. MISTER & MISSISSIPPI *(Mills Brothers)*
5. ON TOP OF OLD SMOKY *(Weavers)*
6. ROSE, ROSE I LOVE YOU *(Frankie Laine)*
7. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
8. MOCKIN' BIRD HILL *(Pinetoppers)*
9. MY TRULY, TRULY FAIR *(Russ Morgan)*
10. PRETTY EYED BABY *(Jane Turzy)*

Miami, Fla.

1. TOO YOUNG *(Nat "King" Cole)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. SOUND OFF *(Vaughn Monroe)*
5. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
6. JEZEBEL *(Frankie Laine)*
7. I APOLOGIZE *(Billy Eckstine)*
8. IF *(Perry Como)*
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
10. BE MY LOVE *(Mario Lanza)*

Cleveland, Ohio

1. I APOLOGIZE *(Billy Eckstine)*
2. BE MY LOVE *(Mario Lanza)*
3. PRETTY EYED BABY *(Jane Turzy)*
4. IF *(Perry Como)*
5. SYNCOPATED CLOCK *(Leroy Anderson)*
6. I'M LATE *(Danny Kaye)*
7. TOO YOUNG *(Nat "King" Cole)*
8. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
9. JEZEBEL *(Frankie Laine)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Cincinnati, Ohio

1. TOO YOUNG *(Nat "King" Cole)*
2. JEZEBEL *(Frankie Laine)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
5. ON TOP OF OLD SMOKY *(Weavers)*
6. SOUND OFF *(Weavers)*
7. MY TRULY, TRULY FAIR *(Guy Mitchell)*
8. MISTER & MISSISSIPPI *(Patti Page)*
9. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
10. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*

Shoals, Indiana

1. TOO YOUNG *(King Cole)*
2. ROSE, ROSE I LOVE YOU *(Frankie Laine)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. JEZEBEL *(Frankie Laine)*
5. MY TRULY, TRULY FAIR *(Freddy Martin)*
6. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
7. SOUND OFF *(Vaughn Monroe)*
8. MISTER & MISSISSIPPI *(Patti Page)*
9. I WANNA BE WITH YOU ALWAYS *(Andrews Sisters)*
10. I APOLOGIZE *(Billy Eckstine)*

Opelousas, La.

1. TOO YOUNG *(Nat "King" Cole)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. MOCKIN' BIRD HILL *(Patti Page)*
5. MISTER AND MISSISSIPPI *(Patti Page)*
6. SOUND OFF *(Vaughn Monroe)*
7. JEZEBEL *(Frankie Laine)*
8. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
10. THE LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*

Boston, Mass.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
4. TOO YOUNG *(Nat "King" Cole)*
5. IF *(Perry Como)*
6. I APOLOGIZE *(Billy Eckstine)*
7. SPARROW IN THE TREE TOP *(Guy Mitchell)*
8. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
9. BE MY LOVE *(Mario Lanza)*
10. BEAUTIFUL BROWN EYES *(Rosemary Clooney)*

Portland, Ore.

1. TOO YOUNG *(Nat "King" Cole)*
2. JEZEBEL *(Frankie Laine)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. SOUND OFF *(Vaughn Monroe)*
5. ON TOP OF OLD SMOKY *(Weavers)*
6. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
7. MISTER & MISSISSIPPI *(Patti Page)*
8. MY TRULY, TRULY FAIR *(Guy Mitchell)*
9. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
10. I APOLOGIZE *(Billy Eckstine)*

Meadeville, Pa.

1. MISTER & MISSISSIPPI *(Dennis Day)*
2. TOO YOUNG *(Nat "King" Cole)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. JEZEBEL *(Frankie Laine)*
5. MY TRULY, TRULY FAIR *(Vic Damone)*
6. COME ON-A MY HOUSE *(Rosemary Clooney)*
7. ON TOP OF OLD SMOKY *(Weavers)*
8. I GET IDEAS *(Tony Martin)*
9. SOUND OFF *(Vaughn Monroe)*
10. I APOLOGIZE *(Billy Eckstine)*

San Francisco, Cal.

1. TOO YOUNG *(Nat "King" Cole)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. JEZEBEL *(Frankie Laine)*
4. ON TOP OF OLD SMOKY *(The Weavers)*
5. SOUND OFF *(Vaughn Monroe)*
6. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
7. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
8. MISTER AND MISSISSIPPI *(Patti Page)*
9. I APOLOGIZE *(Billy Eckstine)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Denver, Colo.

1. TOO YOUNG *(Nat "King" Cole)*
2. HOW HIGH THE MOON *(Les Paul & M. Ford)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. JEZEBEL *(Frankie Laine)*
5. MOCKIN' BIRD HILL *(Patti Page)*
6. SPARROW IN THE TREE TOP *(Guy Mitchell)*
7. I APOLOGIZE *(Billy Eckstine)*
8. UNLESS *(Eddie Fisher)*
9. MISTER AND MISSISSIPPI *(Patti Page)*
10. SOUND OFF *(Vaughn Monroe)*

Spokane, Wash.

1. JEZEBEL *(Frankie Laine)*
2. TOO YOUNG *(Nat "King" Cole)*
3. HOW HIGH THE MOON *(Les Paul & M. Ford)*
4. ON TOP OF OLD SMOKY *(The Weavers)*
5. MISTER AND MISSISSIPPI *(Patti Page)*
6. SOUND OFF *(Vaughn Monroe)*
7. MY TRULY, MY FAIR *(Guy Mitchell)*
8. UNLESS *(Eddie Fisher)*
9. PRETTY EYED BABY *(Al Trace)*
10. WANG, WANG BLUES *(Ames Bros.)*

Pittsburgh, Pa.

1. TOO YOUNG *(Nat "King" Cole)*
2. ON TOP OF OLD SMOKY *(The Weavers)*
3. HOW HIGH THE MOON *(Les Paul & M. Ford)*
4. IF *(Perry Como)*
5. I APOLOGIZE *(Billy Eckstine)*
6. SOUND OFF *(Vaughn Monroe)*
7. STRANGE LITTLE GIRL *(Eddy Howard)*
8. DOWN THE TRAIL OF ACHIN' HEARTS *(Patti Page)*
9. UNLESS *(Guy Mitchell)*
10. JEZEBEL *(Frankie Laine)*

San Antonio, Texas

1. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
2. ON TOP OF OLD SMOKEY *(Weavers)*
3. SOUND OFF *(Vaughn Monroe)*
4. TOO YOUNG *(Nat "King" Cole)*
5. JEZEBEL *(Frankie Laine)*
6. LOVELIEST NIGHT OF THE YEAR *(Mario Lanza)*
7. MISTER & MISSISSIPPI *(Dennis Day)*
8. UNLESS *(Eddie Fisher)*
9. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
10. MY TRULY, TRULY FAIR *(Guy Mitchell)*

Seattle, Wash.

1. TOO YOUNG *(Nat "King" Cole)*
2. I WANT TO BE WITH YOU ALWAYS *(Andrews Sisters)*
3. I APOLOGIZE *(Billy Eckstine)*
4. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
5. MY TRULY, TRULY FAIR *(Freddy Martin)*
6. SOUND OFF *(Vaughn Monroe)*
7. JEZEBEL *(Frankie Laine)*
8. MISTER & MISSISSIPPI *(Patti Page)*
9. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
10. PRETTY EYED BABY *(Jane Turzy)*

Detroit, Mich.

1. TOO YOUNG *(Nat "King" Cole)*
2. I APOLOGIZE *(Billy Eckstine)*
3. HOW HIGH THE MOON *(Les Paul & Mary Ford)*
4. IF *(Perry Como)*
5. ON TOP OF OLD SMOKY *(Weavers)*
6. THE STRANGE LITTLE GIRL *(Eddy Howard)*
7. MY TRULY, TRULY FAIR *(Vic Damone)*
8. UNLESS *(Guy Mitchell)*
9. JEZEBEL *(Frankie Laine)*
10. SOUND OFF *(Vaughn Monroe)*

Omaha, Nebr.

1. HOW HIGH THE MOON *(Les Paul & M. Ford)*
2. TOO YOUNG *(Nat "King" Cole)*
3. ON TOP OF OLD SMOKY *(The Weavers)*
4. JEZEBEL *(Frankie Laine)*
5. SOUND OFF *(Vaughn Monroe)*
6. MOCKIN' BIRD HILL *(Les Paul & Mary Ford)*
7. I APOLOGIZE *(Billy Eckstine)*
8. ROSE, ROSE, I LOVE YOU *(Frankie Laine)*
9. WHEN YOU AND I WERE YOUNG MAGGIE BLUES *(Bing & Gary Crosby)*
10. IF *(Perry Como)*

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● RUTH BROWN
Hit: #919 Teardrops From My Eyes
Hit: #930 I'll Wait For You
Hit: #941 I Know

● THE CLOVERS
Hit: #934 Don't You Know I Love You

● JOE MORRIS and his ORCH.
Hit: #914 Anytime, Anyplace, Anywhere
Hit: #923 Don't Take Your Love Away
Hit: #942 You're Mine, Darling

featuring

● LAURIE TATE

● THE CARDINALS
Hit: #938 Shouldn't I Know

● AL HIBBLER
Hit: #911 Danny Boy

● STICK McGHEE
Hit: #926 Tenn. Waltz Blues
Hit: #937 One Monkey Don't Stop

● JOE TURNER
Hit: #939 Chains of Love

● JIMMY LEWIS
Hit: #913 All the Fun's on Me

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ATLANTIC RECORDING CORP.
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HOT

in HARLEM | on CHICAGO'S South Side | in NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

	HARLEM	CHICAGO'S South Side	NEW ORLEANS
1	SIXTY MINUTE MAN *Dominoes* *(Federal 12022)*	CASTLE ROCK *Johnny Hodges* *(Mercury)*	SIXTY MINUTE MAN *Dominoes* *(Federal 12022)*
2	I WON'T CRY ANYMORE *Dinah Washington* *(Mercury 8211)*	SIXTY MINUTE MAN *Dominoes* *(Federal 12022)*	TEND TO YOUR BUSINESS *James Waynes* *(Sittin' In)*
3	DON'T YOU KNOW I LOVE YOU? *Clovers* *(Atlantic 934)*	TOO YOUNG *King Cole* *(Capitol 1449)*	CHAINS OF LOVE *Joe Turner* *(Atlantic)*
4	CASTLE ROCK *Johnny Hodges* *(Mercury 8944)*	WEAK MINDED BLUES *Louis Jordan* *(Decca 27547)*	T-99 *Jimmy Nelson* *(R.P.M.)*
5	SHOULDN'T I KNOW *Cardinals* *(Atlantic)*	CHICA BOO *Lloyd Glenn* *(Swingtime)*	I'M WAITING JUST FOR YOU *Lucky Millinder* *(King)*
6	TOO YOUNG *Nat "King" Cole* *(Capitol 1449)*	ROCKET 88 *Jackie Brenston* *(Chess 1458)*	BLUE AND LONESOME *King Perry* *(Specialty)*
7	BLOODSHOT EYES *Wynonie Harris* *(King)*	DON'T YOU KNOW I LOVE YOU? *Clovers* *(Atlantic)*	I'LL ALWAYS BE IN LOVE WITH YOU *Charles Brown* *(Aladdin)*
8	ROCKET 88 *Jackie Brenston* *(Chess 1458)*	EYESIGHT TO THE BLIND *The Larks* *(Apollo 427)*	TOO YOUNG *Nat "King" Cole* *(Capitol 1449)*
9	THESE THINGS I OFFER YOU *Sarah Vaughan* *(Columbia 39370)*	THE THRILL IS GONE *Roy Hawkins* *(Modern)*	SHE'S DYNAMITE *B. B. King* *(R. P. M.)*
10	I'M WAITING JUST FOR YOU *Lucky Millinder* *(King)*	TEND TO YOUR BUSINESS *James Waynes* *(Sittin' In)*	ROCKET 88 *Jackie Brenston* *(Chess 1458)*

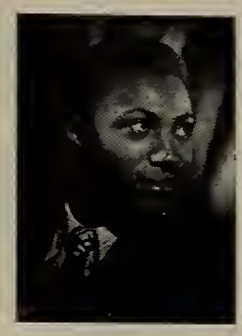
HOT

in DALLAS | in LOS ANGELES | in OTHER CITIES

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	DALLAS	LOS ANGELES	OTHER CITIES
1	CHAINS OF LOVE *Joe Turner* *(Atlantic)*	TEND TO YOUR BUSINESS *James Waynes* *(Sittin' In)*	SAVANNAH, GA. 1. Sixty Minute Man (Dominoes) 2. Tend To Your Business (James Waynes) 3. Too Young (Nat "King" Cole) 4. Rocket 88 (Jackie Brenston) 5. I'm Waiting Just For You (Lucky Millinder) 6. Stacked Deck (Billy Wright) 7. Weak Minded Blues (Louis Jordan) 8. Black Night (Charles Brown) 9. I've Been Lost (Little Willie Littlefield) 10. These Things I Offer You (Sarah Vaughan)
2	SIXTY MINUTE MAN *The Dominoes* *(Federal 12022)*	CHAINS OF LOVE *Joe Turner* *(Atlantic)*	NORFOLK, VA. 1. Sixty Minute Man (Dominoes) 2. Don't You Know I Love You (Clovers) 3. Shouldn't I Know (Cardinals) 4. Castle Rock (Johnny Hodges) 5. Shanghai (Billy Williams) 6. Chica Boo (Lloyd Glenn) 7. I Apologize (Billy Eckstine) 8. Sleep (Earl Bostic) 9. Tend To Your Business (James Waynes) 10. I'm Waiting Just For Lou (Lucky Millinder)
3	WHAT A FOOL I WAS *Percy Mayfield* *(Specialty)*	I'M WAITING JUST FOR YOU *Lucky Millinder* *(King)*	
4	BLUE AND LONESOME *King Perry* *(Specialty)*	DON'T YOU KNOW I LOVE YOU? *The Clovers* *(Atlantic)*	
5	I'M WAITING JUST FOR YOU *Lucky Millinder* *(King)*	SHOULDN'T I KNOW *The Cardinals* *(Atlantic)*	RICHMOND, VA. 1. Rocket 88 (Jackie Brenston) 2. Sixty Minute Man (Dominoes) 3. Tend To Your Business (James Waynes) 4. What A Fool I Was (Percy Mayfield) 5. You'd Better Change Your Ways (Clarence Jolly) 6. I Will Wait (Four Buddies) 7. One Sweet Letter (Joe Liggins) 8. She's Dynamite (B. B. King) 9. All Nite Long (Johnny Otis) 10. Come On-A My House (Bert Keyes)
6	TEND TO YOUR BUSINESS *James Waynes* *(Sittin' In)*	CASTLE ROCK *Johnny Hodges* *(Mercury)*	
7	TRA-LA-LA *The Griffin Brothers* *(Dot)*	ROCKET 88 *Jackie Brenston* *(Chess)*	NEWARK, N. J. 1. Sixty Minute Man (Dominoes) 2. Money Blues (Camille Howard) 3. Don't You Know I Love You (Clovers) 4. Black Night (Charles Brown) 5. Sleep (Earl Bostic) 6. Just One More Drink (Amos Milburn) 7. Blue & Lonesome (King Perry) 8. My Baby's Gone (B. B. King) 9. I'm In The Mood For Love (James Moody) 10. Tend To Your Business (James Waynes)
8	ROCKET 88 *Jackie Brenston* *(Chess 1458)*	BLOODSHOT EYES *Wynonie Harris* *(King)*	
9	TIME CHANGES THINGS *Little Son Jackson* *(Imperial)*	T-99 BLUES *Jimmy Nelson* *(Modern)*	ATLANTA, GA. 1. Just One More Drink (Amos Milburn) 2. Rocket 88 (Jackie Brenston) 3. All Nite Long (Johnny Otis) 4. Tra-La-La (Griffin Bros.) 5. Chica Boo (Lloyd Glenn) 6. What A Fool I Was (Percy Mayfield) 7. T-99 Blues (Jimmy Nelson) 8. She's Dynamite (B. B. King) 9. Baby Let Me Hold Your Hand (Ray Charles) 10. Rockin' & Rollin' (Little Son Jackson)
10	TOO YOUNG *Nat King Cole* *(Capitol 1449)*	EYESIGHT TO THE BLIND *The Larks* *(Apollo)*	

FIVE HOT ONES!



Amos Milburn
"JUST ONE MORE DRINK"
AL 3093

Charles Brown
"I'LL ALWAYS BE IN LOVE WITH YOU"
AL 3091

Billie Holiday
"BE FAIR TO ME"
AL 3094

Lynn Hope
"BLUE MOON" and "BLOW, LYNN, BLOW"
AL 3095

Floyd Dixon
"PLEASURE DAYS"
AL 3083

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★AWARD O' THE WEEK★

JAMES WAYNES

"JUNCO PARTNER"
"TRYIN' TO FIND A GIRL"
JAMES WAYNES
(Sittin' In 607)

● James Waynes follows up his smash of "Tend To Your Business" with one of the most unusual disks coming this way in a long time. Titled "Junco Partner," which means "worthless man" this ditty shows Waynes at his outlandish best. Ops oughta take a listen to this one real fast and get going with it. It could strike gold. Telling his story in fascinating style, Waynes keeps you listening right through. The second side finds this artist putting his own unusual song styling to work on a dynamic tune which also will draw those coins. Ops have a hot disk in this one and those who are wise will jump in soon.

"I NEED YOU BABY"
"YOU BETTER CHANGE YOUR WAYS"

By The Sensational New Blues Singer
CLARENCE JOLLY
SITTIN' IN 605

Going Strong
"TEND TO YOUR BUSINESS"
by JAMES WAYNES
SITTIN' IN 588

Moving Fast
"GOTTA MOVE BOOGIE"
by LIGHTNING HOPKINS
SITTIN' IN 599

Terrific
"BAD JOHN" [Part 1-2]
by J. J. JONES
SITTIN' IN 604

Breaking Records
"HOT ROD"
by JULIAN DASH
SITTIN' IN 600

Sittin' in with Records

733 ELEVENTH AVENUE
NEW YORK, N. Y.

THE CASH BOX Jazz 'n Blues Reviews

★AWARD O' THE WEEK★

"I KNOW" (2:26)
"I DON'T WANT ANYBODY" (2:52)
RUTH BROWN
(Atlantic 941)

RUTH BROWN

● Ruth Brown, who apparently doesn't know how to turn out anything but smash hits, has another one here. This time Ruth is running through an item called "I Know" and she certainly knows how to handle it. Ops who are on the know will also be handling this one—but fast. Letting go with her terrific style of delivery, she goes every which way on this disk as the backing of Budd Johnson's orchestra plays right along. The second half is a very slow drawn out item with a broken vocal by the songstress and again Budd Johnson's boys do the backing. The first side is the one that should hit the top of the lists. It has everything the customers will want plus that extra something—the kind of verve that Ruth Brown gives a tune.

"BAD LUCK CHILD" (2:54)
"SARAH KELLY FROM PLUMBNELLY" (2:51)
JOEY THOMAS
(Decca 48215; 9-48215)

● Joey Thomas has a couple of sides which should do ok in the boxes. The first one is a blues number on which Freddie Jackson does the vocal with a good backing from the boys in the band. Lower end is a cute little ditty with Charlie "Hoss" Singleton making with the words. Ops should tune in.

"SOPPING MOLASSES" (2:55)
"WHOPPING BLUES" (2:37)
BUDDY LUCAS
(Jubilee 5058)

● A driving side is sent our way by Buddy Lucas and his Allstars. With pushing instrumentals to set the pace, this one gets a loud and jumpy going over. The second side is a real blue number with a slow steady beat and a good vocal from Lucas. Ops will do ok with this.

"PLENTY OF MONEY" (2:52)
"GO, GO, GO" (2:39)
THE TRENIERS
(Okeh 6804)

● A very slow low down ditty gets pushed around on the upper half by Claude Trenier and Gene Gilbeaux' orchestra. Doing it in easy tempo, they make this side good to hear. Bottom half gets a bouncy duet from Claude and Cliff Trenier. Ops won't want to miss either side.

"YOU'RE MY DARLING" (2:54)
"I HOPE YOU'RE SATISFIED" (2:53)
JOE MORRIS
(Atlantic 942)

● Joe Morris and Laurie Tate have another grand record to offer here. Each side is a slow slow thing with Laurie doing the lyrics in her own wonderful fashion and Joe Morris and the orchestra coming up with a backing that's just right. No op will want to miss this one.

"SLICK-CHICK" (2:54)
"THOSE MAGIC WORDS" (2:47)
RUDY TRAYLOR ORCH.
(RCA Victor 22-0134; 48-0134)

● Rudy Traylor and his orchestra have a couple of listenable sides to offer here. The first one has Rudy doing the vocal in a soft manner on a cute ditty with interesting lyrics. The lower end is a very slow ballad sung by the vocal group. Ops might take a listen in.

"HAPPY AM I" (2:42)
"HOT DOG" (2:39)
RAY-O-VACS
(Regent 1039)

● The Ray-O-Vacs make with some more good music on this platter. The top half is a very slow thing with a vocal and some fine instrumentals. The bottom end is a jivy item with good sax coming through. Ops will want to get with this one.

"HEART TO HEART" (2:55)
"LOOKIN' FOR A MAN" (2:39)
LITTLE ESTHER & DOMINOES)
(Federal 12036)

● A combination that can't be beat gets together on the upper half to turn out a terrific side. Little Esther and the Dominoes work their way through this ballad in great fashion which makes this onea sure bet. The bottom half finds Little Esther going it alone in a driving number with good lyrics. This is a natural for the boxes.

"BABY IS A BOXER" (2:39)
"THE BLUES STRUCK ME DOWN" (3:09)
JUNIOR TAMPLIN ORCH.
(Mercury 8239)

● A cute idea is well carried out by Junior Tamplin and his orchestra on the top deck. Taking a little item with repetitious lyrics, they dress it up into a production that makes for good listening. On the lower end Tamplin does a blues number and again makes it sound ok. Ops will want to watch the top deck.

Meeting Dates Of Music Operators' Associations

July 17—Music Operators' Association Of Indiana
Place: Indianapolis Athletic Club, Indianapolis, Ind.

18—Westchester Operators' Guild
Place: Moose Hall, White Plains, N. Y.

23—Phonograph Owners' Association
Place: Broadway Hotel, East St. Louis, Ill.

25—Music Merchants' Guild
Place: Narragansett Hotel, Providence, R. I.

26—California Music Guild
Place: Hotel Sacramento, Sacramento, Cal.

Aug. 1—Coin Machine Operators' Association of Harris County
Place: Chamber Of Commerce Building, Houston, Texas

2—Summit County Operators' Association
Place: Akron Hotel, Akron, Ohio

2—Phonograph Merchants' Association
Place: Hotel Hollenden, Cleveland, Ohio

2—Washington Music Guild
Place: Washington, D. C.

6—Illinois Amusement Association
Place: 208 North Madison St., Rockford, Ill.

7—Music Operators' Association of Indiana
Place: Indianapolis Athletic Club, Indianapolis

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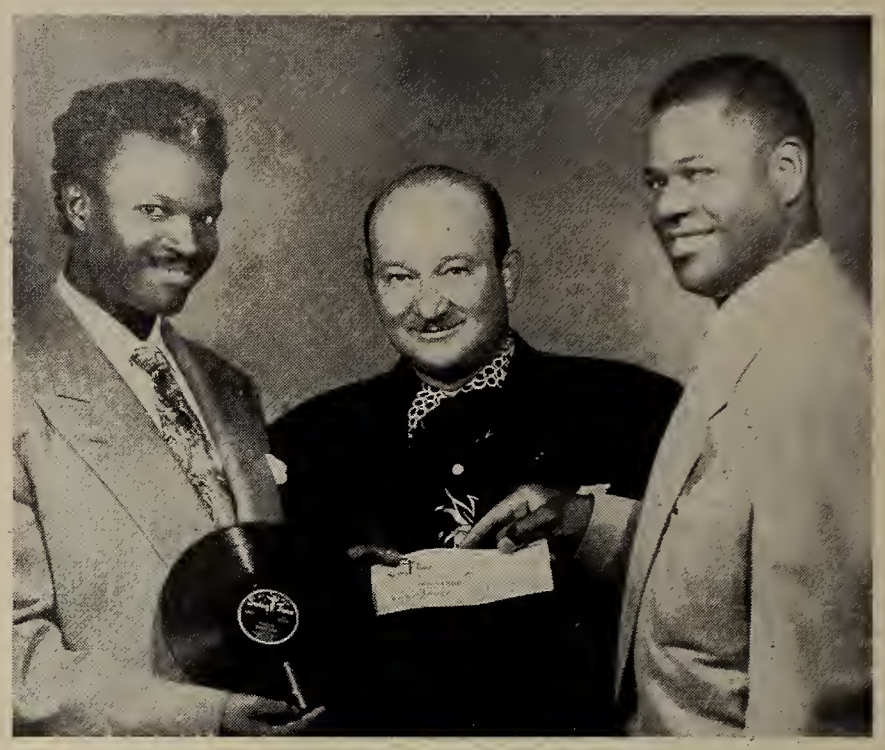

LOS ANGELES—It's a happy time for Swingtime these days, what with Music Director Lloyd Glenn's "Chica-Boo" riding high on the hot charts and his "Cute-Tee" and "Ballroom Shuffle" promising to follow right along. Turning over a royalty check to Glenn is plattery head Jack B. Lauderdale, with national sales manager Franklin Kort approving the transaction and the progress made in quick time by Swingtime on the national scene.

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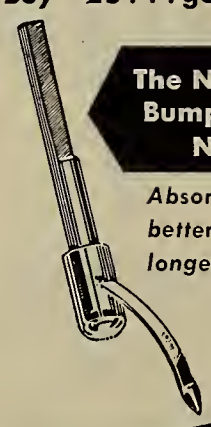

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"Hot Lips" Page Leaves For Belgian Engagement

NEW YORK—"Hot Lips" Page, well known trumpeter in night clubs and swing concerts, shows his engraved trumpet to Sabena air-hostess Louise La Pere just before departure for Brussels from New York International Airport. Page will blow his sweet music at the Casino of Knockke-Le-Zoute, Belgian resort of the channel, until August 26. He has made arrangements to return for another European engagement in the Fall. He was accompanied by his wife Elizabeth.

Top Ten Rhythm & Blues Moneymakers Jan.-June 1951

1. BLACK NIGHT
   Charles Brown (Aladdin)
2. PLEASE SEND ME SOMEONE TO LOVE
   Percy Mayfield (Specialty)
3. TEAR DROPS FROM MY EYES
   Ruth Brown (Atlantic)
4. BAD, BAD WHISKEY
   Amos Milburn (Aladdin)
5. TENNESSEE WALTZ
   Patti Page (Mercury)
6. ROCKET 88
   Jackie Brenston (Chess)
7. I APOLOGIZE
   Billy Eckstine (MGM)
8. ONCE THERE LIVED A FOOL
   Jimmy Grissom (Recorded in Hollywood)
9. LITTLE RED ROOSTER
   Griffin Brothers & Margie Day (Dot)
10. CHICKA BOO
    Lloyd Glenn (Swingtime)

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Amos Milburn
(Aladdin 3093)
"I've Got News For You"
Roy Milton
(Specialty 407)
"The Thrill Is Gone"
Roy Hawkins
(Modern 826)
"Time Changes Things"
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4461 and 45-4461*

★ TINY BRADSHAW
WALKIN' THE CHALK LINE
BRADSHAW BOOGIE
4457 and 45-4457*

★ EARL BOSTIC
SEPTEMBER SONG
SLEEP
4444 and 45-4444*
ALWAYS
HOW COULD IT HAVE BEEN
YOU AND I 4454 and 45-4454*

Federal RELEASES

★ THE DOMINOES
SIXTY MINUTE MAN
I CAN'T ESCAPE FROM YOU
12022 and 45-12022*
DO SOMETHING FOR ME
CHICKEN BLUES
12001 and 45-12001*

DE LUXE

★ ROY BROWN
TRAIN TIME BLUES
BIG TOWN 3318 and 45-3318*
BEAUTICIAN BLUES 3313
WRONG WOMAN BLUES

FOLK-WESTERN

★ MOON MULLICAN
CHEROKEE BOOGIE
(EH-OH-ALEENA)
LOVE IS THE LIGHT THAT LEADS
ME HOME 965 and 45-965*

★ HAWKSHAW HAWKINS
I'M WAITING JUST FOR YOU
A HEARTACHE TO RECALL
969 and 45-969*

★ COWBOY COPAS
TENNESSEE FLAT GUITAR
I LOVE YOU (MY DARLING,
I LOVE YOU) 964 and 45-964*

★ YORK BROTHERS
SIXTY MINUTE MAN
LOOKIN' FOR SOMEBODY NEW
970 and 45-970*

★ WAYNE RANEY
I AIN'T NOTHIN' BUT A
TOMCAT'S KITTEN
I'M ON MY WAY 956 and 45-956*

* 45 R.P.M.

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Jackpot Prize

CHICAGO—Presenting a prize won on the Miller Jackpot Machine, to W. Laforet of the Bowman-Anthony Company, Toronto, Ontario, Canada, is Phil M. Spink, assistant sales director of M. A. Miller Manufacturing Company, Chicago, Illinois.

This jackpot machine, conceived by Gene Steffens, was in the M. A. Miller Booth at the May Radio Parts Show and was played by over 1,000 distributors. The interest evinced in the "jackpot" by all at the show was beyond all expectations.

As each distributor played the jackpot machine, three records whirled at 78 R. P .M., 33-1/3 R. P. M. and 45 R. P. M. respectively. Twenty major prizes were awarded, with winners receiving from $50.00 in cash or $100.00 worth of Miller and Carillon Dynamic needles, to consolation prizes of merchandise in lesser quantities. In addition to prizes to the twenty major winners, every player received a gift from the M. A. Miller Company.

Josh White & Daughter Contribute To "Big Joe's Happiness Exchange"

NEW YORK — Josh White and daughter, Beverly, appear on the "Big Joe's Happiness Exchange" program on WABD in New York.

Josh not only sang on the TV show with his talented daughter, but also contributed $100.00 to the W. C. Handy Fund to buy Braille dictionaries for blind Negro children.

Standard Songs are MONEY MAKERS!

"TELL ME"
(Tell Me Why)
Recorded by
HELEN O'CONNELL—Capitol
DORIS DAY—Columbia
TOMMY TRAYNOR—Decca
Pub. by: REMICK MUSIC CORP.

MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

Gene Autry, Rosalie Allen Win Lee Stewart Poll

PHILADELPHIA — Listeners to Lee Stewart's Morning Frolic, Station WHAT, voted Gene Autry their favorite male recording artist while Rosalie Allen was chosen number one among the femmes.

The record voted as best among those issued during the past year was Gene Autry's "Mister and Mississippi."

Voting was confined to the listeners of the Morning Frolic and votes that came in from all parts of the country, obviously sent in by fan club members, had to be disqualified since they were not in the WHAT listening area.

Accenting the trend of pop artists, especially among the gals, to record western and country tunes, was the appearance of such names as Dinah Shore, Lisa Kirk, Jo Stafford and Rosemary Clooney.

Certificates will be awarded to the winners proclaiming them to be the most popular recording artists with the listeners of Lee Stewart's show.

The results of the poll:

MALE RECORDING ARTISTS

1. Gene Autry
2. Hawkshaw Hawkins
3. Eddy Arnold
4. Hank Snow
5. Lefty Frizell

FEMALE RECORDING ARTISTS

1. Rosalie Allen
2. Kay Starr
3. Patti Page
4. Boots Faye
5. Mary Ford

BEST RECORD ISSUED DURING PAST YEAR

1. Mister and Mississippi— Gene Autry
2. Somebody—Rosalie Allen
3. A Million Miles From Your Heart — Eddy Arnold
4. I Love You A Thousand Ways — Hawkshaw Hawkins
5. I Love You A Thousand Ways — Lefty Frizell

Elton Britt First To Record G. I. Song "Rotation Blues"

NEW YORK — What shapes up as the biggest scramble to get a ditty on disks since the MacArthur speech and "Old Soldiers Never Die" was touched off last week, when Country singer Elton Britt was rushed into the RCA Victor Manhattan recording studios to wax "Rotation Blues."

Forty-eight hours after he had returned from a 56-hour plane trip from Korea, Elton had placed in the hands of RCA Victor executives the ballad composed by Lt. Stuart Powell, which has swept Korean battle lines as the first authentic G. I.-composed song to come out of the war zone.

Britt picked up the new G. I. lament, which has become the unofficial theme song of the U. S. Korean soldiers, while touring the battle sector during the past month as star of a U. S. Army-sponsored Camel Caravan troupe and rushed it back with him to the States.

Following Britt's top-secret RCA Victor recording session, news of the tune leaked out via a Signal Corps tape broadcast originally made by Britt in Korea. Almost immediately rival recording companies started rounding up their Country music specialists to get their own versions on wax.

During their Korean tour Elton and the Camel Caravan troupe entertained between 80,000 and 100,000 men, occasionally with Chinese troops watching from surrounding mountains. They put on shows daily from 6 A. M. until midnight, rode four and five hours at a time in dust so blinding the jeeps kept their headlights on in broad daylight and were shelled as well as subjected to rifle fire.

"Phillips Sent Me" Becomes New By-Word In Memphis

MEMPHIS, TENN.—A disk jockey named Dewey Phillips has taken over the rhythm and blues field in this city. His program "Red Hot And Blue" has become the top show for this type of music and his advice to his listeners to tell merchants "Phillips Sent Me" has become a new by-word.

Phillips took over the "Red Hot and Blue" show over WHBQ in Memphis last October when it was a fifteen minute program with no sponsors. Today it's a two hour program except on Saturdays when it's three hours and sponsors are all over the place.

Beaming his radio program to Memphis' R & B audience, Phillips urges one and all to go to so-and-so's store and tell 'em (with a yell) "that Phillips sent ya".

And that's exactly what his listeners do—so much so that merchants who don't even advertise on the show are demanding to know who-the-heck is Phillips?

Phillips' flair for showmanship is paying off on a percentage basis. His show is being considered for a coast to coast broadcast over Mutual.

Furthermore, he has an uncanny sense for picking hits. Eleven current R & B hit disks in this city have been attributed to his playing and plugging them.

And now he's to be immortalized in song. Joe Liggins and his Honey Drippers plan to record a ditty entitled, "Phillips Sent Me".

HANK WILLIAMS

Has the hits across the nation

"COLD, COLD HEART"
MGM Record 10904 (78);
K-10904 (45)

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"Why Don't You Love Me?"
"Long Gone Lonesome Blues"
"My Bucket's Got a Hole in It"
"Moanin' the Blues"

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Here's My Latest Release . . .
"HEY, GOOD LOOKIN'"
"MY HEART WOULD KNOW"
MGM Record 11000 (78); K-11000 (45)

Personal Manager WM. R. ENGLAND 1950 Richard Jones Road, Nashville, Tennessee

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AB—Abbey	LO—London
AL—Aladdin	ME—Mercury
AP—Apollo	MG—MGM
AT—Atlantic	MO—Modern
BU—Bullet	NA—National
CA—Capitol	OR—Oriole
CR—Chess	PE—Peacock
CO—Columbia	PR—Prestige
CR—Coral	RA—Rainbow
DA—Dana	RE—Regent
DE—Decca	RG—Regal
DY—Derby	SA—Savoy
4 Star—Four Star	SIT—Sittin' In
FE—Federal	SP—Specialty
IN—Intro	TE—Tempo
JU—Jubilee	TW—Tower
KI—King	VI—Victor

45 rpm numbers in parenthesis

July 21 July 14

1—TOO YOUNG 110.8 118.6

CA-1449 (F-1449)—KING COLE
That's My Girl

CO-39271 (4-39271)—TONI ARDEN
Too Late Now

CR-60393 (9-60393)—DENNY VAUGHN
I Love The Way You Say Goodnight

DE-27569 (9-27569)—PATTY ANDREWS
Gotta Find Somebody To Love

DE-27366 (9-27366)—VICTOR YOUNG
Be My Love

ME-5599 (5599x45)—RICHARD HAYES
Shenandoah Waltz

MG-10920 (K10920)—JOHNNY DESMOND
I Fell

VI-20-4105 (47-4105)—FRAN ALLISON
Lies

2—JEZEBEL 83.6 88.2

CO-39267 (4-39267)—FRANKIE LAINE
Rose, Rose, I Love You

ME-5622—ALLEN GREENE
The Miracle

ME-5620—ALEXANDER BROS.
Pennsylvania Dutch

3—MY TRULY, TRULY FAIR 68.8 54.5

CA-1583 (F-1583)—RAY ANTHONY
Pretty Eyed Baby

CO-39415 (4-39415)—GUY MITCHELL
Who Knows Love

CR-60514 (9-60514)—GEORGIE AULD
Sentimental Fool

DE-27630 (9-27630)—RUSS MORGAN
I Am Free

LO-1050 (45-1050)—DICK JAMES
Happy Valley

ME-5646 (5646x45)—VIC DAMONE
My Life's Desire

MG-10984 (K10984)—ART MOONEY
Tht World Is Mine

VI-20-4159 (47-4159)—FREDDY MARTIN
The Good Humor Man

4—HOW HIGH THE MOON 67.5 87.5

CA-1451 (F-1451)—LES PAUL & MARY FORD
Walkin' & Whistlin' Blues

July 21 July 14

CO-39145—ERROLL GARNER
Poor Butterfly

DE-24513 (9-24513)—LIONEL HAMPTON O.

MG-30303 (K30303)—DAVID ROSE

5—ON TOP OF OLD SMOKY 64.8 76.6

CO-39328—BURL IVES
Syncopated Clock

CR-60436 (9-60436)—GEORGE CATES
Syncopated Clock

DE-27515 (9-27515)—WEAVERS
Across The Wide Missouri

IN-6014—TERREA LEA

LO-1028 (45-1028)—JOSH WHITE
Black Girl

ME-5612 (5612 x 45)—GEORGE SIRAVO O.
Do You Dig John Peel

6—THE LOVELIEST NIGHT OF THE YEAR 52.9 52.9

CA-1408 (F-1408)—HELEN O'CONNELL
Arthur Murray Taught Me Dancing

CO-39192 (4-39192)—PERCY FAITH
You Are The One

DE-27507 (9-27507)—FRED WARING
Tulips And Heather

DE-27583 (9-27583)—ETHEL SMITH
Syncopated Clock

LO-937 (45-937)—ANNE SHELTON
Love Me, My Love

MG-30352 (K30352)—ANN BLYTH

VI-10-3300—MARIO LANZA
La Donna E Mobile

7—ROSE, ROSE, I LOVE YOU 52.8 57.8

CA-1532 (F-1532)—LOU ELLA ROBERTSON
The Letter

CO-39367 (4-39367)—FRANKIE LAINE
Jezebel

CO-39420 (4-39420)—MISS HUE LEE
An Autumn Melody

CR-60484—MITCHELL TRIO
Easy Come, Easy Go

DE-27594 (9-27594)—GORDON JENKINS
Unless

LO-1029 (45-1029)—BENNY LEE
Wimmin'

MG-10978 (K-10978)—ART LUND
I Like The Wide Open Spaces

VI-20-4135 (47-4135)—BUDDY MORROW O.
After I Say I'm Sorry

8—MISTER AND MISSISSIPPI 52.6 49.5

CA-1521 (F-1521)—TENNESSEE ERNIE

CO-39371 (4-39371)—GENE AUTRY
How Long Is Forever

DE-27579 (9-27579)—MILLS BROS.
I'm A Fool To Want You

ME-5647 (5647x45)—REX ALLEN
Lonely Little Robin

ME-5645 (5645x45)—PATTI PAGE

VI-20-4140 (47-4140)—DENNIS DAY
Trinket Of Shiny Gold

9—SOUND OFF 38.5 42.5

CO-39413 (4-39413)—DePAUR'S INF. CH.
Ugly Woman

DE-27054 (9-27054)—JERRY GRAY
DE-27608 (9-27608)—JERRY GRAY
Circus

VI-20-4113 (47-4113)—VAUGHN MONROE
Oh Marry, Marry Me

10—MOCKIN' BIRD HILL 30.8 39.4

CA-1373 (F-1373)—LES PAUL
Chicken Reel

CR-64061 (9-64061—PINETOPPERS

DE-27444 (9-27444)—RUSS MORGAN
Flying Eagle Polka

LO-851 (30296)—MARLIN SISTERS
Girl I Left Behind

ME-5552 (5552x45)—TINY HILL
If You've Got The Money

ME-5595 (5595x45)—PATTI PAGE
I Love You Because

VI-21-0396 (48-0396)—BRITT & ALLEN

July 21 July 14

11—COME ON-A MY HOUSE 28.8 10.7

CA-1710 (F-1710)—KAY STARR
Hold Me, Hald Me

CO-39467 (4-39467)—ROSEMARY CLOONEY
Rose Of The Mauntain

DE-27680 (9-27680)—ELLA FITZGERALD
Mixed Emotions

FE-14001—KAY ARMEN
Just in Case

ME-5671 (5671x45)—RICHARD HAYES
Go, Go, Go

RH-111—LOUIS PRIMA
Bring Forth De Light

SA-793—BERT KEYES
Perhaps

VI-20-4199 (47-4199)—THREE SUNS
Hula Blues

12—I'M IN LOVE AGAIN 24.8 27.3

DE-27635 (9-27635)—ANDREWS SISTERS—GORDON JENKINS
It Never Entered My Mind

ME-5663 (5663x45)—EDDY HOWARD
A Woman Is A Deadly Weapon

VI-20-4148 (47-4148)—HENRI RENE—APRIL STEVENS
Roller Coaster

13—SHANGHAI 22.9 12.4

CA-1525 (F-1525)—BOB CROSBY
The Naughty Waltz

CO-39423 (4-39423)—DORIS DAY
My Life's Desire

CR-60521 (9-60521)—HARRY BABBITT
Never Again

DE-27653 (9-27653)—BING CROSBY
I've Got Ta Fall In Love

MG-10998 (K10998)—BILLY WILLIAMS QT.
Wondrous Word

VI-20-4192 (47-4192)—BUDDY MORROW O.
Good Morning Mr. Echo

14—SWEET VIOLETS 20.9 13.2

DE-27668 (9-27668)—JANE TURZEY
Lonely Little Robin

ME-5673 (5673x45)—DORIS DREW
Them There Eyes

VI-20-4174 (47x4174)—DINAH SHORE
If You Turn Me Down

15—I GET IDEAS 20.0 20.6

CA-1573 (F-1573)—PEGGY LEE
Tonight You Belong to Me

VI-20-4141 (47-4141)—TONY MARTIN
Tahiti My Island

16—SYNCOPATED CLOCK 19.3 11.7

CA-984 (F-984)—LOUIS CASTELLUCCI

CO-39328 (4-39328)—PERCY FAITH O.
On Top Of Old Smoky

CO-39386 (4-39386)—KEN GRIFFIN

CR-60436 (9-60436)—GEORGE CATES
On Top Of Old Smoky

DE-27563 (9-27563)—FRED WARING O.
Serenata

DE-27583 (9-27583)—ETHEL SMITH
The Loveliest Night Of The Year

DE-40201 (9-40201)—LEROY ANDERSON
Waltzing Cat

ME-5607 (5607 x 45)—TONY FONTANE
No One But You

MG-30353 (K30353)—DAVID ROSE
Mask Waltz

NA-9152—EILEEN BARTON
Lock The Barn Door

VI-20-4090 (47-4090)—THREE SUNS
March Of The Cards

17—UNLESS 19.1 22.6

CA-1493 (F-1493)—LES BAXTER
Because Of You

CO-39331 (4-39331)—GUY MITCHELL
Beggar In Love

CR-60478 (9-60478)—HERB JEFFRIES
Old Soldiers Never Die

July 21 July 14

DE-27594 (9-27594)—GORDON JENKINS
Rose, Rose, I Love You

LO-1075 (45-1075)—BILL SNYDER
My Dearest

VI-20-4120 (47-4120)—EDDIE FISHER
I Have No Heart

18—PRETTY EYED BABY 17.8 25.4

CA-1583 (F-1583)—RAY ANTHONY

CO-39388 (4-39388)—LAINE & STAFFORD
That's The One For Me

DE-27479 (9-27479)—JANE TURZEY
I Cried Myself To Sleep

KI-15107—GENE WILLIAMS

ME-5609 (5609x45)—AL TRACE
That's The One For Me

MG-10967 (K10967)—BILLY WILLIAMS
You Made Me Love You

19—WANG WANG BLUES 17.2 10.6

CR-60489 (9-60489)—AMES BROTHERS
Who'll Take My Place

DE-27629 (9-27629)—RUSS MORGAN O.
Sophisticated Lady

DE-25015 (9-25015)—HENRY BUSSE

LO-1083—TERESA BREWER
Oceana Roll

MG-10803—FRITTS & KORN KOBBLERS
Let's Go Out To The Movies

VI-20-4182 (47-4182)—RALPH FLANAGAN O.
You For Me

20—I APOLOGIZE 14.5 20.9

CO-39189 (4-39189)—CHAMP BUTLER
There'll Be Mournin'

DE-27484 (9-27484)—DON CHERRY
Bring Back The Thrill

LO-964 (45-964)—ANITA O'DAY
You Took Advantage Of Me

ME-8209 (8209x45)—DINAH WASHINGTON
My Heart Cries For You

MG-10903 (K10903)—BILLY ECKSTINE
Bring Back The Thrill

VI-20-4056 (47-4056)—TONY MARTIN
Would I Love You?

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—WHAT IS A BOY	14.1	10.9
22—JOSEPHINE	13.5	5.8
23—VANITY	12.6	5.6
24—BECAUSE OF YOU	9.4	—
25—GOOD MORNING, MR. ECHO	9.2	7.9
26—THESE THINGS I OFFER YOU	8.6	10.2
27—I'M A FOOL TO WANT YOU	8.3	5.5
28—SEPTEMBER SONG	6.9	5.9
29—THERE'S A BIG BLUE CLOUD	6.8	5.7
30—BECAUSE	6.6	4.9
31—DOWN THE TRAIL OF ACHING HEARTS	6.2	6.6
32—I WON'T CRY ANYMORE	6.1	—
33—BY MY LOVE	6.0	6.7
34—LONELY LITTLE ROBIN	4.8	6.4
35—STRANGE LITTLE GIRL	4.6	5.1
36—NO BOAT LIKE A ROWBOAT	4.4	—
37—BLACK BALL FERRY LINE	4.2	—
38—MY LIFE'S DESIRE	4.1	10.1
39—TELL ME (YOU WILL LOVE ME FOREVER)	3.4	8.9
40—BECAUSE OF RAIN	3.3	7.8

NEW MACHINES PRODUCTION CUT

Mfrs. Feel Socko Effect of CMP. New Base Period Quota Slashes Deep into New Equip't Production. Red Tape Tangles All Materials on Hand as of July 1. Mfrs. Scurrying About for More Defense Work. Leaders Urge Ops to Get What Can Be Had While It Can Be Had. Even Tighter Controls Forecast.

CHICAGO—The first effects of the National Production Authority's Controlled Materials Plan was severely felt this past week when some of the manufacturers here were visited by government production men and advised that even tho they had materials on hand they could not fabricate these into new equipment.

The new quotas, of which the trade was advised by this publication sometime ago, based on January to March, 1951, caught the production of the industry in one of its shortest periods and, therefore, almost all the manufacturers now find production of all new equipment severely slashed to a point where, as one manufacturer stated this past week:

"We'll be lucky if we can build 500 machines per month."

Some of the manufacturers advise that they are already appealing for relief in an effort to complete orders which they have on hand.

The allotments of copper, aluminum and steel, which they will be granted under the CMP won't be able to keep their factories going, they state.

They are going to ask the National Production Authority to grant them sufficient materials and time to make it possible for them to continue manufacture.

Some factories here have, in the meantime, obtained outstanding defense work contracts. They are going right ahead with these.

One factory has just received a defense work contract amounting to over a million dollars.

Others report that they have defense orders on hand amounting to over two millions of dollars.

Still others claim that they have work on the way which will equal or exceed the above.

In the meantime, of course, their regular production is bound to suffer if, for no other reason, than they cannot use whatever extra materials (copper, steel and aluminum) they have on hand.

They will have to conform to the new quotas of the new CMP orders which have already been issued and which are being tightened as each week goes by.

One manufacturer went so far as state, "Advise every reader of The Cash Box to buy what they can buy while they can buy. With what we are facing we now don't know what we shall be able to produce in the near future.

"In fact," this manufacturer stated, "if we don't get relief, and have to stick to what has been allotted to us as our quota, we shall have to shut our plant within the next week and wait out the balance of the month."

Tho this publication has been printing all the factual data which has been sent to it by the NPA week after week and day after day, few regarded this material as serious, after the first scare of the Korean conflict, but now realize that new machines production will be slashed to a point where there is no longer any possibility of any volume whatsoever.

Boys From Texas Guests Of Roberts

DENVER, COLO. — Once again, Wolf Roberts, whose favorite hobby is giving away juke boxes to the needy, was acclaimed by the press and the recipients of the machine.

Wolf arranged to bring two boys from the Boys Ranch, Texas, to Denver, where he played host for several days, in addition to loading them up with gifts.

All expenses of the trip were paid by Roberts, who now hopes to make a yearly practice of bringing up two boys to Denver.

In the picture above, Wolf Roberts is shown at the left presenting the juke box to Cal Farley, president of Boys Ranch and Erwin Ray and Troy Black, the two visiting boys.

S. D. Music Ops Assn. To Hold Meet

SIOUX FALLS, S. D.—Members of The South Dakota Phonograph Operators Association will gather in large numbers at the Cataract Hotel, this city, for their business meeting, which is scheduled for Monday, July 16. A great many coinmen are expected to gather on the previous Sunday for some relaxation. The Banquet will take place on Monday night, with loads of entertainment scheduled. Prizes will also be given lucky members.

Harold Scott, secretary-treasurer, announced that serious consideration will be given to the Kefauver Bill, which would amend the Copyright Bill of 1908, and impose a royalty payment of 1c per side for every record placed in automatic music machines.

"Clearly this would be the doom of the music machine business," states Scott, "and the serious thing about it is that, due to Senator Kefauver's prestige built up while he was chairman of the recent committee investigating crime, there is considerable danger that it will pass."

A group of the South Dakota execs visited with the association recently formed by the state of Omaha, and assisted them in getting the new association going. Several officers and members of the Omaha association are expected to be on hand, returning the courtesy.

SPECIAL JULY SALE!

Just A Few At These Prices

UNIVERSAL 18 Foot BOWL-O-MATIC	$495.00
5c WILLIAMS MUSIC MITE	129.50

KNOCKOUT	$139.50	TRI SCORE	$109.50
SELECT-A-CARD	69.50	UNITED TEAM HOCKEY	89.50
BALLY CHAMPION	149.50	JUST 21	39.50
SWEETHEART	109.50	C.C. PLAYBALL	69.50
CITATION	89.50	SEEBURG BEAR GUN	325.00

ALLEY GAMES

GOTTLIEB BOWLETTE	$39.50	SUPER SHUFFLE ALLEY	$29.50
UNITED SKEE ALLEY	119.50	SHUFFLE ALLEY EXPRESS	99.50
UNITED SHUFFLE ALLEY with Disappearing Pins			59.50
CHICAGO COIN BOWLING ALLEY with Plastic Pins			49.50

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200 Perfectly Reconditioned 5-BALL F.P. GAMES. LOWEST PRICED IN ALL HISTORY!! All Late Models.

30 ONE-BALL GAMES. Everyone Guaranteed Regardless of Price. They're PERFECT!!

30 LATE MODEL PHONOGRAPHS. Some New in Original Crates, Some Slightly Used. Everyone A REAL BUY.

50 ROCK-OLA 5c WALL BOXES Only $8.50 Each.

HURRY! WRITE! WIRE! PHONE! AT THESE GIVE-AWAY PRICES THIS FINE MERCHANDISE CAN'T LAST LONG!

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AUTOMATIC PHONOGRAPH OWNERS ASSOCIATION
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CINCINNATI, OHIO
Wish THE CASH BOX Many Many More Years of Success

United Shipping New Shuffle Game

CHICAGO — Bill DeSelm, general sales manager of United Manufacturing Company, announced that its new "Six Player Shuffle-Alley" is now being shipped thruout the country.

"Six Player Shuffle-Alley offers bowling team competition, and can be played by any combination of one to six players at ten cents per player. Backglass scores strikes and spares, tabulates each player's score and records the frames completed.

"This new shuffle game gives the operator increased earnings" stated DeSelm "due to the multiple play factor, disappearing pins, 20-30 scoring, and rebound action. It is also very simple to service."

Al Denver And Aut. Music Ops Assn. Donate Juke Box To Teenagers Over Network CBS-TV Show

NEW YORK — The automatic music machine industry, and the Automatic Music Operators Association in this city, in particular, received national mention, when Al Denver, president of the association, donated a juke box to a group of teenagers thru the medium of "Strike It Rich" television program over the CBS network.

The Cash Box was given mention also for pledging a regular supply of records for the club.

What Were Coinmen Like Before The War?

The other day a young man, just entering into this business, posed a very interesting question.

He asked, "What were coinmen like before the war?"

That's not so very long ago to many now engaged in the industry. But, to this young man just entering the business, it seemed eons back.

What were coinmen like, son, before the war?

Well, they were the promotin'est guys you could ever meet.

They left no stone unturned to get business for their machines. They loved their profession—that of bringing economical, relaxing and joyful entertainment to America's millions of people.

They were the kind of guys you'd find down at their little stores before 9 A.M. And who wouldn't get home until about 3 A.M. the next morning.

They loved their work. The hours just seemed to fly right by.

What's more—they were always thinking. Always seeking something new, and novel, and different, to entertain the public.

When they thought they had a grand idea, they would rush to the coin-capitol: Chicago, and tell it to their favorite manufacturer. Or the manufacturer whom they believed could best build it.

Most of them were always hanging around in one location or another. If they were having a glass of beer or a coke, they were still listening to the location owner and, especially, had their ears cocked wide open to hear what the players were saying.

They wanted new ideas. They wanted the people to be entertained. They didn't care how many hours they worked. Just as long as everyone was made happy.

That's all that counted with 99½ per cent of the guys who made up this business prior to '41.

Oh sure, away back they paid $16.50 for a ten-ball pin game and had to turn it upside down to empty the pennies out of it. But, today, they're doing the same with dimes.

Of course they're paying more for games. But, just look at the cars they're driving. The offices they have. The people they've got working for them.

Back in those days, they hiked between spots. Not so much to save carfare. But, to get there just so much faster.

Sure, they were hungry. They scraped deep into the salt in the bottom of each peanut vendor to get out every last penny.

That's the sort of guy who made up this business prior to World War II.

They were optimistic guys. They fought like crazy to get over whatever machines they purchased and they thought were good.

They would hang around any location for hours, to help the location owner "sell" the idea of a game to his customers. They were hard workers, alright.

They were the kind of guys who would take a chance, too. They looked at a machine and, if they personally believed in it, they convinced others to believe in it, too.

They didn't, in those days, say, "Wait'll we see what the players think."

They helped the players to think. They knew that the players would enjoy the machine immensely if they showed the players "how to enjoy" the machine.

Yes, son, in those days one of our big men in these United States today, a Senator from the grand state of Indiana, stood in front of an old calliope and banged on the drum yelling:

"Hurry! Hurry! Hurry!"

The place was where a very grand woman ran a distributing business. (By the way, she raised three swell boys. Professional men. Leaders. All from her coin operated machines business.)

Betcha that man, high as he'll ever go in the nation, will always recall those days with satisfaction, and a thrill that's worth more to him than anything else that'll ever happen to him in his lifetime.

The writer? Well, the writer, too, had a slogan in those early days: "I'll meet you in the middle of the Brooklyn Bridge at midnite for a five dollar ad." And he stuck to it.

Son, we could tell you about a couple of guys who introduced a counter game called, "Sweet Sally".

We could also tell you about a guy from Hutchinson, Kans., a cigar salesman, now retired, who introduced a machine called, "Chicago Club House".

About another guy who brought forth, "Ballyhoo".

About a game called, "Five Star Final" and the man behind it.

About the first one of them all, "Bingo", and the men who built it.

About a sensational pin game called, "Silver Cup", and how rich it did make three men.

In fact, son, we could go on for hours and hours, about "Contact", and ticket games, and one guy who would wind up fast asleep on a pool table, and another who would pick up a party and then start up his yacht and one time wound up in Biminy Bay.

And about so many others. Some of them gone for sometime now. Some of them still around. Some of them with sons now handling their businesses.

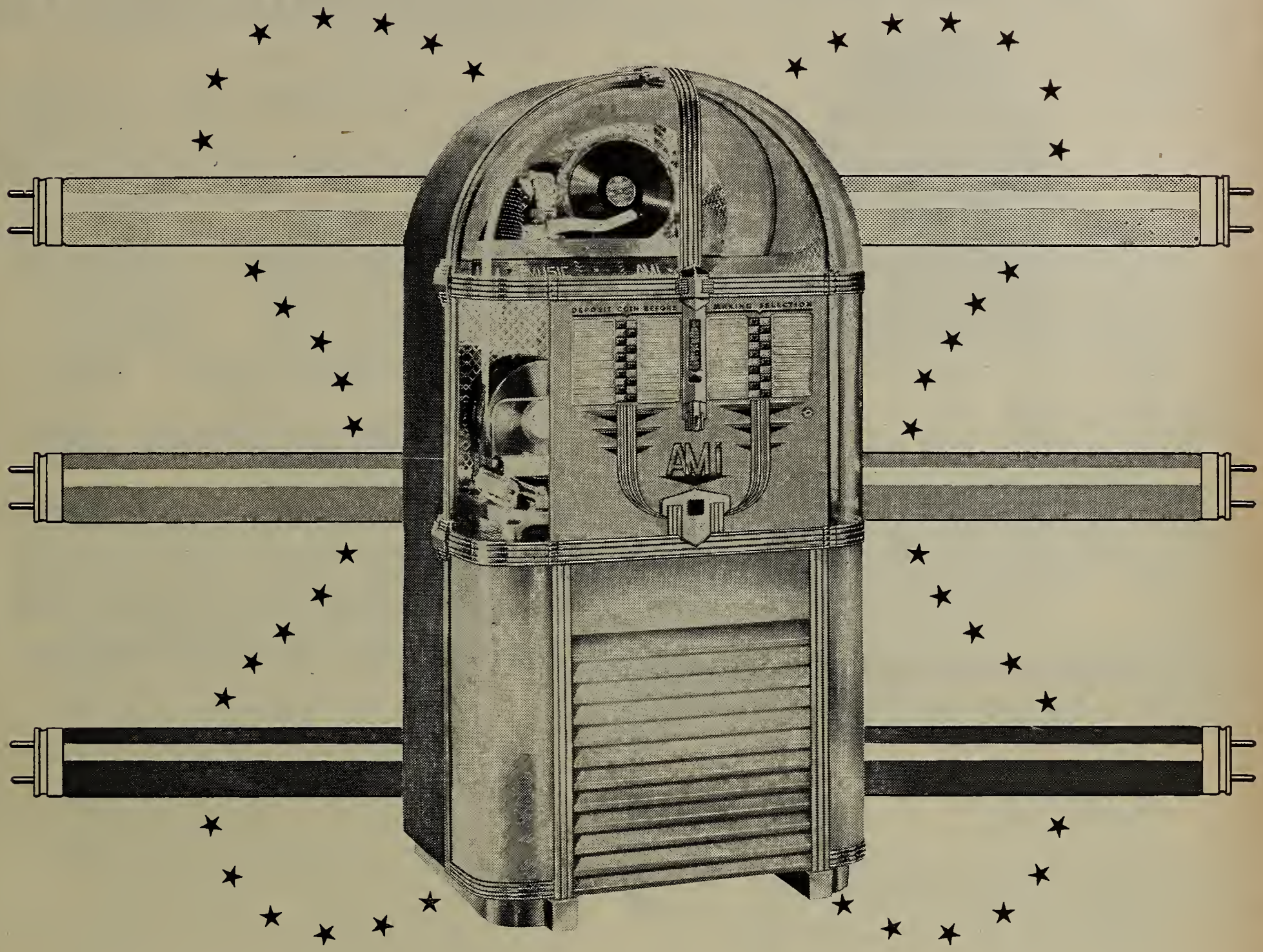
But, my boy, you wanted to know about what happened prior to the big war.

Well, let's put it this way: Those were the kind of guys who loved to work. And how they worked. Day and night. Night and Day. Loved every single minute of it. Because every minute brought a different kind of business thrill that they couldn't find anywhere else but in this thrilling industry.

Sure, it's a young business. It's so young, it hasn't even gotten on to the correct path for itself. So young man, you may be the boy who's going to put it on the right path.

And someday you, too, will be able to tell people what it was like in '51—when the "real old-timers" ran this business.

Self-Renewing!



Everyone likes to change to a fresh suit once in a while. Makes you feel like a new man! Operators and locations get the same lift out of switching color lamps on the "C." In just a few seconds you get a stunning, entirely new effect! Colors to suit any mood of the location—a special event, a grand opening, an important celebration. That AMI mechanism underneath is always as good as new, too—sturdy, trouble-free, time-tested.

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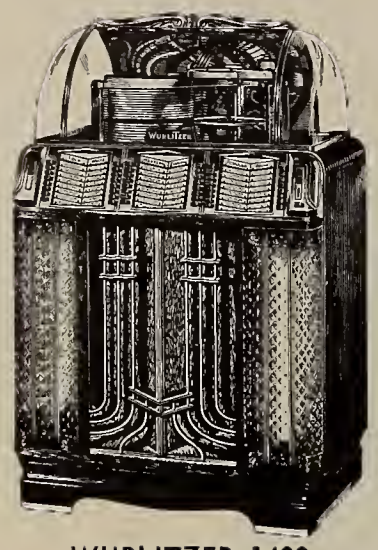

WURLITZER 1400

Once in a blue moon does a deal of the kind we now have ready for all the automatic music operators in our territory come along. The sensational, new, Wurlitzer 1400 and 1450 will help operators to bigger, better, steadier, longer-life profits and clear away all old and worn equipment at a profit to each and every operator on our special deal. Hurry—wire, phone or call in person TODAY—listen to a deal that's made-to-order for progressive, intelligent music operators.

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4 WURLITZER 1100	$339.50	EACH
4 SEEBURG (Blonde) M-48	339.50	EACH
1 WURLITZER 1015	199.50	
2 AMI MODEL "B"	399.50	EACH

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NPA Lists Critical Defense Housing Areas

Opens Way For Ops To Place More New Equipment

WASHINGTON — By NPA (National Production Authority) listing critical housing areas, many coinmen believe that this is the tip where ops, especially those in the territory, can find ideal operating conditions prevailing.

The following, this past week, were declared critical defense housing areas:

Borger, Texas.
Huntsville, Ala.
Dana, Ind.
El Centro, Calif.
Camp Roberts, Calif.
Tooele, Utah.

UNITED MFG. AND UNIVERSAL CONSOLIDATE DESIGN AND PRODUCTION DEPTS.

CHICAGO — Announcement was made by Universal Industries, Inc., Chicago manufacturer of coin operated equipment, of the consolidation of its design and production departments with the United Manufacturing Company.

Spokesmen for both firms state that the new arrangement was made in the interest of closer cooperation for streamlined design and production of new amusement equipment and to meet the requirements on government defense work in which both firms jointly participate. Mel Binks becomes a vice-president of United under the new arrangement. Parts for all Universal products will be henceforth obtainable from United Manufacturing Company.

United and Universal have gained an enviable reputation for building excellent games in the past and the present consolidation promises even greater innovations.

"Juke Box Day" Clix For Chicago Music Ops

Bunker Hill Country Club Is Scene Of Afternoon Golf Tourney And Evening Dinner And Dance. Phil Levin Winner Of Golf Tourney

CHICAGO—The city's juke box ops, their friends and many allied to the music industry here, enjoyed one of the grandest days (Thursday, July 12) of all time at the Bunker Hill Country Club in Niles.

This was annual "Juke Box Day." It brought out a record crowd to compete in the golf tourney.

Enjoyment was actually pronounced as "rampant" thruout the day with many enjoying the beautiful natural surroundings of Bunker Hill Country Club, one of the country's most outstanding clubs.

Phil Levin, the popular secretary of the association, was the winner of the golf tourey, and was roundly applauded by his fellow members.

Among the many onlookers were many well known people of the coin machine industry, as well as from the recording field. Seen around were Ed Wurgler, general sales manager for The Rudolph Wurlitzer Company, and A. D .Palmer, advertising manager for the same company; John Haddock, president of AMI, Inc., and Ed Ratajack, regional representative for AMI. Frankie Laine, Columbia recording star was one of the music personalities seen greeting his many operator friends.

For the evening there were many who brought their wives and families. Some, who weren't able to leave their businesses during the daytime, found time to be present for the dinner as well as dance to Ralph Marterie's music. Ralph records for Mercury.

So many were on hand it is practically impossible to list them. Except to state that this proved one of the biggest affairs ever yet featured by the Recorded Music Service Association of this city (the juke box ops organization here).

Many from surrounding towns were present and all reported that this was one affair they would long remember with great joy.

Injunction Prohibits Pinball Ban

VANCOUVER, WASH.—Enforcement of an ordinance of the city of Vancouver, Wash., banning pinball machines, which was to have gone into effect July 1, was blocked by a temporary injunction issued by Clark County Superior Court Judge Eugene Cushing.

The injunction petition had been filed by Lou Dunis and Harold R. McKee of the Clark County Amusement Co.

Vancouver City Attorney David Hutchinson said he would file an answer to the petition, which is scheduled for hearing August 6. Meanwhile, the city will be forced to leave unchanged the present status of the games, classified as amusement devices since a statewide ban was placed on automatic pay-out machines last year.

The Vancouver prohibitory ordinance covers pinball and other amusement devices except shuffleboard and miniature bowling games.

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HAS MORE ACTION!

LULU BELL Sez:
HAYBURNERS cops the big play everywhere!

ORDER FROM YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL!

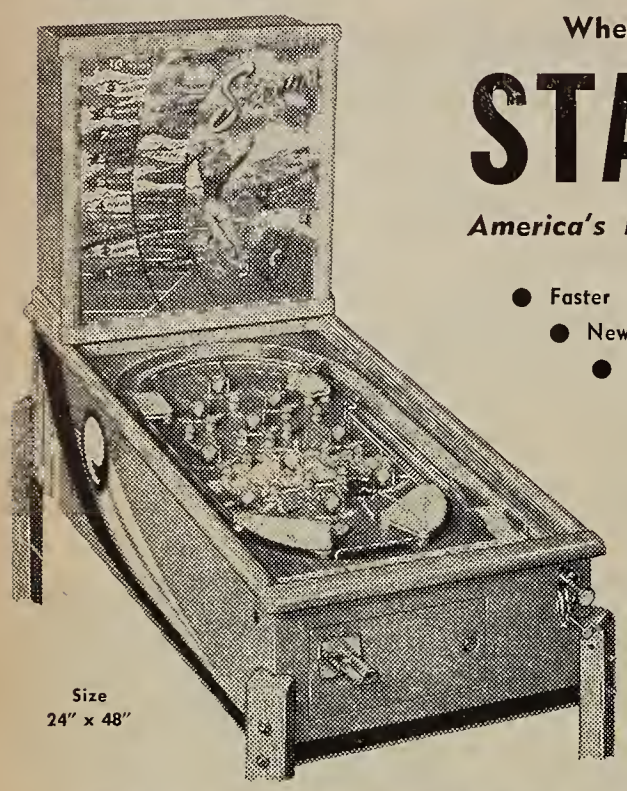
4242 W. Fillmore St., Chicago 24, Illinois

BIG INCOME

When You Operate

STADIUM

America's Finest Novelty Game



- Faster Than Ordinary Games
- New 4-Step Tilt Feature
- New Scoring Ball Traps
- New Plastic Whip Springs
- Competitive or Free Play

. . . and many other exclusive features that make STADIUM the fastest profit-maker in the field. See your distributor or write direct.

Size 24" x 48"

COMO MANUFACTURING CORP.
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS

Congratulations

. . . on your Ninth Anniversary from everyone in our organization, each of whom is a devoted and avid reader of The Cash Box and each has only the highest praise and regard for the work The Cash Box has done and is doing every week to help the entire industry. We most sincerely wish you continued success and many, many more anniversaries of such outstanding and intelligent effort to benefit all of us in the coin machines industry.

Joe Abraham

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVENUE, CLEVELAND 3, OHIO

Smart, Thrifty Buyers All-Ways See

LaBeau FOR THE FINEST BUYS IN USED MACHINES . . . .

Regardless of the type of equipment you want and need . . . see LaBeau first . . . like all the smart and thrifty buyers do everywhere in the country. Right now LaBeau has some of the greatest buys in used machines ever featured in the industry. Not only games and phonographs, but, the finest cigarette vending machines ever put together in one group for quick sale. Prices are the lowest LaBeau has ever yet featured. Get in on this big Anniversary Clearance Sale TODAY: Write. Wire. Phone. Call in person at LaBeau and walk away with BARGAINS never heard of in history.

LaBEAU NOVELTY SALES COMPANY
1946-48-50 UNIVERSITY AVE., ST. PAUL 4, MINN.
(All Phones: NESTOR 2826)

INSERT BUSHING CONVERTS
5c Wall Boxes to 10c
FITS ALL 5c BOXES
Only 25c Each
See your distributor or write us for information on changing over slug rejector.
Mid-West Distributing Co.
208 N. Madison Street Rockford, Ill.

FREE CATALOG

Hot *premium* items . . . *watches, rings* and *jewelry* specialties. All brand new merchandise with money back guarantee. Write for FREE 16 page catalog . . . just out.
MARVEL WHOLESALE WATCH CO.
Dept. L, 211 N. 7th St., St. Louis 1, Mo.

NEW ORLEANS NOTES

My first week in New Orleans has been an eventful and pleasant one. This town is loaded with that well known "southern hospitality." The distributors and operators have been wonderful to me and I am looking forward to knowing each and every one connected with the coin machine business in N. O. . . . I had quite a chat with Mrs. **Earl Gore** of the A.M.I. Distributing Company and learned that she and **Mr. Gore** recently returned from a three week vacation. The Gores drove to Florida and Key West, stopping off in Clearwater, Florida, where they spent most of their time fishing. Mrs. Gore related that throughout their trip they found only one phonograph with a ten cent coin chute, but noticed that business looked good. . . . **Earl Gore, Jr,** also with A.M.I. leaves Saturday, bound for Alexandria, and a two week vacation. . . . Ditto **Raymond** Mesa and family who are driving to Panama City. . . . Delta Music Sales Company loses **Fred Werther** for two weeks while he maneuvers with the National Guard at Fort Bliss, Texas. . . . M & M Amusement, Bogalusa, La., in the person of **J. C. Monk**, making the record houses in N. O. . . . **W. I. Kirkland,** Jackson, Miss., operator recently added seven Wurlitzer 1400's to his route and is very pleased with results. . . . Carbon copy **Andrew Monte** of A. M. Amusement Company, and **George Reynolds** of this city. . . . A new addition to F. A. B. Dist. Company is young **Fletcher Blalock,** now on the road for F. A. B. . . . **Toni Ingrassia,** Gulfport Amusement Company, Gulfport, Miss., made one of his rare trips to New Orleans recently. I last saw him, chinning away with **Bill Maddox** at Mallory's.

Delta Music Sales received its first shipment of Williams' five ball game, "Hayburners." This game has created an interest in the trade that no other 5-ball game has done in quite some time. First reports received on actual money take figures are very gratifying. . . . On May 25th, the Lynch and Zander Company was appointed distributors for Seeburg for Louisiana and Southern Mississippi territory. Lynch & Zander succeed the S. H. Lynch Company, Inc., of New Orleans. A little late but better than not at all, we wish **J. H. Lynch** and **A. H. Zander** much success. Lynch & Zander service manager, **Andrew Lablanc** vacationing in Florida. . . . **J. D. Farris,** piloting his plane in from Vicksburg, Miss., making the round of distributors on his one day in N. O. . . . I more recently had the pleasure of meeting the very charming Mrs. **Lupe Buckly** of Console Distributing, and wish to thank her for the assistance she gave me on my first New Orleans column.

Congratulations . . .
on your Ninth Anniversary
from
MICHIGAN'S LEADING DISTRIBUTOR FOR AMERICA'S MAJOR MANUFACTURERS
CHICAGO COIN MACHINE COMPANY
GENCO MFG. & SALES COMPANY
D. GOTTLIEB & COMPANY
H. C. EVANS & COMPANY

12 — ANNIVERSARY SPECIAL — BRAND NEW Chicago Coin's PLAY BALLS ALL IN ORIGINAL CRATES . . . . . **$70.00** EACH

. . . A. P. SAUVE & SON . . .
7525 GRAND RIVER AVE., DETROIT 4, MICH.
(All Phones: TYLER 4-3810)

★ ★

CONGRATULATIONS

ON YOUR

NINTH ANNIVERSARY

It is the sincerest hope of all the members of our association that "The Cash Box" will continue to enjoy a great many, many more happy and prosperous anniversaries and, thereby, be able to continue the fine work which "The Cash Box" has done, and is doing every issue, to benefit the entire automatic music industry of America.

RECORDED MUSIC SERVICE ASSOCIATION, INC.
2326 SOUTH MICHIGAN AVENUE, CHICAGO 16, ILLINOIS

★ ★

United Presents Straight Dime Play Pinball Game

BILL DeSELM

CHICAGO — Meeting nationwide demand from operators, United Manufacturing Company, this past week, made official announcement thru sales manager Bill DeSelm, that:

"We now have a straight ten cent play pinball game for the nation's operators."

The game itself is one of the most deluxe which the firm has ever yet presented to the market. The cabinet is about four inches longer than the average pinball game.

The cabinet is also much more impressive in appearance because of the large lighted cabinet scoring arrangement, the cove lighting effect under the inside edge of the playing field which completely lights the play, and the combination of the back board and legs all in one.

The game is called: "United's 3-4-5." It features two cards which the player gets for his dime.

He can score by diagonal, vertical or horizontal light-up of the numbered lines. As high as eighty replays have been arranged for the game itself.

Complete tests were conducted for some time prior to the presentation of the new "3-4-5."

The firm wanted to be certain, Bill DeSelm reports, that when it did introduce a straight dime play pinball game that it would meet with complete and instant player approval and that the players would admit the entertainment was worth a dime.

The illuminated effect which the under playing field cove lighting gives the game can place it in the third dimensional lightup class. It is extremely effective and makes every move of the ball down the playing field easy to see.

"Of course," DeSelm stated, in showing the game to visitors who were present at the prevue, "the main thought back of our '3-4-5' is that it's straight dime play.

"This is something that operators everywhere in the country have been asking us for and we decided," he continued, "to introduce such a game. But, before announcing it we made very sure, by extensive location tests, that '3-4-5' was the kind of game that would impress location owners and players and would appeal to them as a 'real dime's worth of interesting entertainment in every way.'"

Since operators have been calling for a straight dime play game it is believed that "United's 3-4-5" may open the way to an entirely new deluxe series of pinballs which will bring about 10c play as the standard, to replace the old nickel play action.

Congratulations
to
Bill Gersh and Joe Orleck
on The NINTH ANNIVERSARY
of
THE CASH BOX

WILL TRADE...
BRAND NEW
TURF KINGS
(In Original Crates)
FOR....
MUSIC, CIGARETTE, or ANY OTHER
COIN MACHINE EQUIPMENT
Write—Wire—Phone

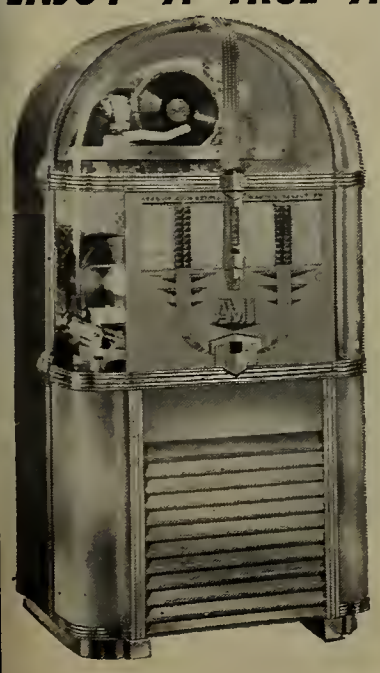
Factory Representatives For
AMI - BALLY - COMO - KEENEY - PERMO
RUNYON SALES CO.
593 TENTH AVENUE — NEW YORK 18, N. Y. (LOngacre 4-1880)
123 W. RUNYON STREET — NEWARK 8, N. J. (BIgelow 3-8777)
354 S. WARREN ST. — TRENTON, N. J. (TR 5-6593)

OPPORTUNITY FOR ALL OPERATORS TO CELEBRATE "The Cash Box"
ANNIVERSARY . . . Special Sale of
•••PREMIUMS•••
This is the first Special Sale we have ever featured of the World's Finest PRE-TESTED Premiums for stimulating play on your amusement games. Every single premium has been PROVEN by operators. WE DON'T SELL TO STORES. You get Premiums that are especially chosen and then pre-tested on location FOR OPERATORS ONLY. WRITE NOW FOR OUR SPECIAL SALE CATALOG!! HURRY!!
HASTINGS DISTRIBUTING CO.
6100 Bluemound Rd., Milwaukee 13, Wisc. (Tel: BLuemound 8-7600)

Congratulations and Best Wishes to
Bill Gersh and Joe Orleck
on
THE NINTH ANNIVERSARY of THE CASH BOX
MIKE MUNVES
577 TENTH AVENUE
NEW YORK, N. Y.

Sincerest Wishes . . .
for your continued success and may you enjoy many, many more outstanding and glorious anniversaries commensurate to the work you have already done, and are doing every week, to help the industry to prosper and progress . . RON ROOD
SOUTHERN MUSIC Distributing Company
503 W. CENTRAL AVE.
ORLANDO, FLORIDA

ENJOY A TRUE ANNIVERSARY CELEBRATION
EVERY COLLECTION DAY-
A STEADY INCOME!
LIKE THE STEADY INCOME YOU ARE ASSURED WHEN YOU OPERATE AMI PHONOGRAPHS



We don't cover the nation. Just our own immediate territory. As direct factory distrihutors for AMI. But, we know that the operators here, in our territory, read and helieve in "The Cash Box". Therefore, we want these operators to know that: The finest Anniversary Celebration they can enjoy (and can enjoy it every week) is a steady income. The kind of income they are assured from AMI musical instruments. Right now we've got a deal for every operator in our territory. The greatest deal in history. C'mon in and hear all about it.
AUTOMATIC DISTRIBUTING CO.
806 North Milwaukee Ave.
Chicago 22, Illinois
(All Phones: CHesapeake 6-1130)

20 Williams MUSIC MITES With Stands
WRITE
ONE-BALL CLOSEOUT
UNIVERSAL WINNERS
PHOTO FINISH
CHAMPIONS
Write For Prices
AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

WANTED

By A Financially Responsible
Highly Qualified
Distributing Organization

COMPOSED OF EXPERIENCED BUSINESSMEN IN THE FIELD

A Few More
AUTOMATIC VENDING MACHINES

For Complete And Exclusive Distribution Throughout The North Central States

If you are a manufacturer of an automatic merchandising machine that has outstanding qualifications, both mechanically and from a sales standpoint, and that requires the distributing services of a well financed, responsible and highly qualified distributing organization, please give us full details in your first letter. (Our firm name is not being listed in an effort to eliminate salesmen calling on our busy organization and upsetting our regular routine). If your product is what we require we will immediately contact you, regardless of where you are located in the nation. Please write to:

Box No. 72

c/o THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

Southern Automatic Music Company's New Quarters Most Outstanding

LOUISVILLE, KY. — When Leo Weinberger moved his home office of the Southern Automatic Music Company over to its new quarters in April it was acknowledged that the new building was not only one of the largest distributing quarters in the country, but that every convenience for the operator was included.

The showroom floors can display about two hundred machines at one time, and warehousing space in the same building holds several hundreds more. Large modernized offices, repair and parts departments are tops in the industry, and the entire building is air conditioned.

One of the most important adjuncts of the firm is the large parking facilities for the operators. "This is a tremendous convenience to operators" states Leo, "as our lot can take care of about forty cars or trucks. This makes it possible for operators to make daily visits to our offices."

Southern also serves the operators with offices in Lexington, Ky.; Cincinnati, O.; Fort Wayne, Ind.; and Indianapolis, Ind.

Pictured above: Top—Front and side views of Southern's new Louisville office. Bottom—The enormous space available for parking.

★

Congratulations

to

THE CASH BOX

on its

Ninth Anniversary

★

Bismarck Hotel

Chicago, Ill.

DISTRIBUTORS WANTED

"EVERY LOCATION IS A BUYER"

EXCLUSIVE TERRITORIES

Tested and Proven To Be the Greatest Trade Promotion in 1951

SPIN-O

IT'S ELECTRIC AND IT'S AUTOMATIC

SPIN-O IS AN ESTABLISHED MERCHANDISE STIMULANT!

SPIN-O IS PLAYED BY CUSTOMERS FREE OF CHARGE!

$39.50 Retail 1/3 WITH ORDER, BAL. C.O.D.

SPIN-O, INC.
1426 WASHINGTON AVE., SO.
MINNEAPOLIS, MINN.

★ ★

Congratulations

to the most progressive, outspoken publication in the coin machine industry. May your success continue indefinitely.

MITCHELL NOVELTY COMPANY
3506 W. Mitchell Street
Milwaukee, Wisc.

★ ★

TALK ABOUT AN ANNIVERSARY
CLEAN-UP SPECIAL
Keeney's
"LITE - A - LINE"
Write — Wire — Phone Us Immediately!
CONSOLE DISTRIBUTING CO., INC.
3425 METAIRIE ROAD, NEW ORLEANS 20, LA.

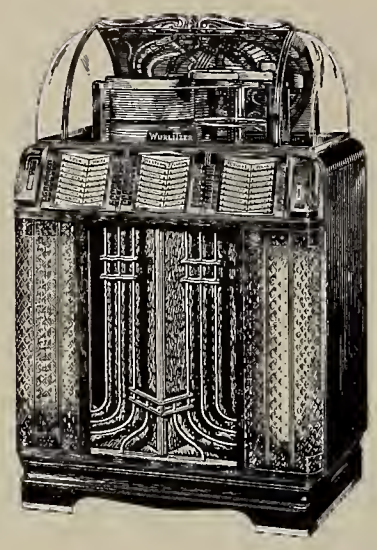
Congratulations on your Ninth Anniversary from

the entire staff of

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

WE WANT YOU TO MAKE A BUCK

★ *We want you to make a buck!* We're kind of selfish about that. Simply because we know that—if you make a buck—we, too, will make a buck—and—we'll both roll along happily—enjoying our business association the way that we should.



That's WHY we feature WURLITZER 1400 and 1450 —and—want you to BUY Wurlitzer all the time—every-time—because the deal we have for you will MAKE YOU A REAL BUCK ALL-WAYS.

C'mon in, if you're in our territory, and CHECK OUR STATEMENTS HERE!!

WE WANT YOU TO MAKE A BUCK with . . .

ANGOTT DISTRIBUTING CO., INC.

2616 PURITAN AVE., DETROIT, MICHIGAN

(All Phones: UNiversity 4-0773)

208 Slots Seized - 15 Arrested

WASHINGTON, D. C.—J. Edgar Hoover, director of the Federal Bureau of Investigation, called on local law enforcement authorities and "all public-spirited citizens" to report violations of the new law banning interstate shipment of slot machines.

He said in a statement that so far 208 slot machines had been seized and fifteen persons arrested on charges of moving the machines across state lines.

It was stated that the F.B.I.'s biggest haul was the seizure of 199 slot machines allegedly shipped from Texas to De Quincy, La.

Congratulations And Best Wishes

to

THE CASH BOX

On Its Ninth Anniversary

KEEP UP THE GOOD WORK

UNITED INC.

4227 West Vliet Street

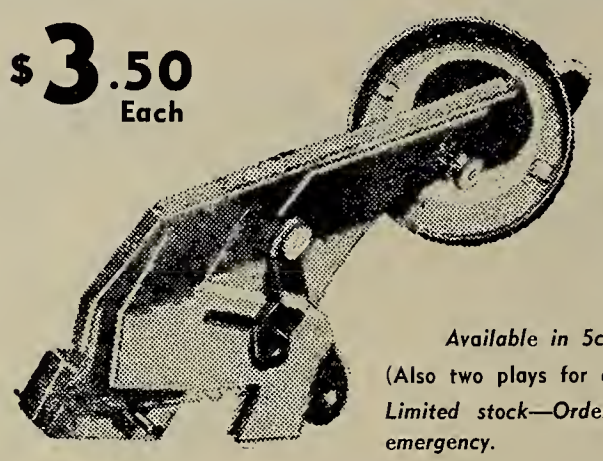
Milwaukee, Wisconsin

Exclusive Wurlitzer Factory Distributors
for the State of Wisconsin and Upper Michigan

End Your Coin Chute Worries With

HEATH'S DROP CHUTE AND SWITCH

$3.50 Each



No more service calls from switch trouble.

Replaces Drop Chute on any game.

Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.

(Also two plays for a Dime Model—Write.)

Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY

243 THIRD AVENUE
MACON, GEORGIA

BUY FROM A RELIABLE DISTRIBUTOR:

ONE-BALLS

(Thoroughly cleaned, checked, ready to operate)

Bally TURF KING, FP	$285.00
Bally CHAMPION, FP	$132.50
Bally CITATION, FP	$ 84.50
Bally JOCKEY SPECIAL, FP	$ 49.50
Universal WINNER, FP	$239.50
Universal PHOTOFINISH, FP	$104.50

T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY
CINCINNATI 14, OHIO
TEL: MAIN 8751

BEST WISHES TO THE CASH BOX

for the fine job they have done

9th Anniversary

in behalf of the entire industry!

WORLD WIDE Distributors, Inc.

2330 N. Western Ave. Chicago 1, Ill. EVerglade 4-2300

F. A. B. DISTRIBUTING COMPANY, INC.

Distributors For

WURLITZER — UNITED — WILLIAMS — UNIVERSAL
GENCO — CHICAGO COIN — EXHIBIT

Atlanta, Ga. • New Orleans, La. • Columbia, S. C.

Congratulations on your 9th Anniversary

Perhaps it may seem strange to some to see an individual operator in a large city extend his congratulations to a national publication, but, it is our belief that your magazine has done more to benefit this industry than anything else in the field.

We want to sincerely congratulate you and hope that you will always be able to celebrate anniversaries for you are absolutely invaluable to all engaged in the automatic music industry.

Phil Weisman

PHILLIPS MUSIC COMPANY

2009 WEST FULTON STREET, CHICAGO 12, ILLINOIS

CHICAGO CHATTER

Appeals for relief to NPA under way by some mfrs. here who have discovered that, tho they can get metals, and have inventory on hand, they cannot use metals they can obtain, or the inventory they have on hand, to build anything beyond quota already outlined. With the CMP in effect, some mfrs. predict that they will either have to get plenty defense work, or close shop. Like one mfr reported this past week, "How're we gonna exist on 500 games per month?" . . . Another scoop for this column. The prediction that **John Bilotta** and **Angelo Delaport** would get together into Rex-Bilotta Corp., Syracuse, N. Y. They continue with **Roger Shepard** and **Ray Daggett**. . . . Dan Palaggi, **Bob Gnarro** and other leaders in the juke box ops' assn here, insisted on an outstanding ad for this publication. . . . **Sam Hastings** of Milwaukee has been doing very great with premiums. Is even more interested in getting dime play started in his own bailiwick.

Hear that **George A. Miller**, prexy of MOA, is sick. . . . Talk about lucky guys. Plenty searching hard for apartment around this town. **Gil Kitt**, tho, outlucked them all. Obtained 11 room penthouse with 4 baths on Lake Shore Drive (Park Ave. of Chicago). . . . Same distribs are back bootlegging all over again. And selling for $5 above. . . . Like **Vince Shay** says, "The heel of the rye bread and a good end hunk of salami is still good eatin'." . . . **Oscar (Schvitzbood) Schultz** asking about us. After we've been asking about him. For months and months. . . . We bow to **Herb Oettinger** of United whose "gin" performance this past Satty at the factory stymied us in jig time. Fr'm now on he'll hafta give us 25 points per 100 point game before we again play him. . . . **Barnet (Shugy) Sugerman** of New York and Newark, N. J., in town, after a vacation, to visit Bally. . . . **R. F. Jones** flies in from 'Frisco to see what's what in our town. . . . **Jackie Rosenfeld** of St. Loo also around our hot, humid and rainy streets this past week. . . . **Herman Paster** of St. Paul here, too. . . . Tests going on in factories here with substitute materials. Mfrs. hope these will prove successful.

Sam Tridico and **Bob Buckley** of Console Distribs, Noo Awleans, advise that Keeney's "Lite-A-Line" proving out great. . . . **Harry Binnie** and **Ralph Nicholson** talking to us via long distance phone. Advise that "business is good. Of course it could be better," they state. But, ain't that something that everyone says—"it could be better"? . . . **Lyn Durant, Bill DeSelm, Herb Oettinger** and **Ray Riehl**, surround us at United. To show us the first straight dime play game they've built, "3-4-5." Also show us orders that will make anyone's eyes pop. This new one, in addition to United's new "Six Player Shuffle Alley," also popped this past week. . . . **John Bilotta** and **Angelo Delaport** of Syracuse and Newark, N. Y., phone to advise hottest game they have is Williams' "Hayburners." "It's great," says Johnny. . . . Love those steaks Gus cooked this past Satty. . . . **Frank Mencuri** of Exhibit drives 800 miles over this past weekend down to southern Ill. to visit with some traveling shows. Then drives back in the downpour to this town. Which almost k-nocks him out. Frank was awfully tired Monday.

Archie LaBeau phones from St. Paul to advise that his firm has some very great buys in used equip't. Lots of great ciggy vendors in the lot. His sales manager has the best sales manager name: **Ray Sellman**. He's on vacation right now. So Archie is selling 'em off. . . . **Pete Geritz** advises, in letter from Denver, that **Wolf Roberts** very ill. And in hospital. Here's hoping for Wolf's speedy recovery. . . . **Carl Angott** entertained **Ed Wurgler** in his home town of Detroit. But, Carl, can recall when Ed used to visit Detroit very regularly. That was definitely not Ed's first trip. . . . **Irv Weiler** of Kansas City in town. Visiting with **Sam Stern** of Williams. Tells Sam how great "Hayburners" is. Sam heard that every day and nite, of the days and nites, he spent in Philly. . . . **Si Redd** had himself a time here not so long back. Kidded the boy in the men's room at the Chez Paree. Claimed they were both from the very same town in Mississippi. What Si doesn't know is that this boy has been checking on him ever since. (Better stay in Boston, Si.)

Happy Birthday to: **Bill Rabkin** of International Mutoscope (Mon., July 16). . . . Some of the best bargains in the midwest over at **Hymie Zorinsky's** H. Z. Vend. & Sales Co., Omaha. . . . **Mac Brier** of Coven Distrib. has developed a terrific memory for faces and names. Hadn't seen an op in two years. When op walked into the place not only called him by name, but, told him when, where and how. . . . **Milt Wiczer** of Wico expecting to become a Daddy for the second time in Sept. . . . **Alvin Gottlieb** on vacation at Eagle River., Wis. . . . **Herb Perkins** of Purveyor just back from a trip to NYC. . . . **Mike Spagnola** talking things over with **Phil Weisman**. . . . **Tony** and **Tillie Galgano** on a two week vacation from Used Record Exchange. Certainly deserve it. . . . **Ed Wurgler** of Wurlitzer phones to advise he's over the flu. Also that he hasn't smoked in over three weeks.

Raymond Williams of Dallas on a vacation auto trip up into the northwest part of the U. S. With Mrs. Williams and his son. And his son's playmate. Destination: Portland, Ore. . . . **Art Sauve** of Detroit doing very good selling TV sets. . . . **Bill Miller**, Grand Rapids, Mich., one of the better distribs. Gets out on the road and does his own selling. Maybe that's why he's selling so much? ? ? . . . **Joe Abraham** of Lake City Amuse., Cleveland, is doing one grand job with used equip't. Because Joe handles his own selling these days. **Harry Jacobs, Jr.**, of Milwaukee advises that he was on the road (combining his vacation with selling) and visited the Upper Michigan area of the firm where, "We did one grand sales job," as Harry reports. "Business?" asks Harry, "Hell, business is good." . . . **Mike Hammergren** still up in Minnesota fishing. But, from what we hear, will be back in coinbiz very soon with a deal that will meet mucho approval. . . . **Frankie Harmon** of the Shangri-La has a very fine four-way hot drink dispenser. Already has offers for national distribution which would amaze many guys in the coinbiz.

Jack Nelson a busy sales mgr. this past week. Trying to tell visitors why they simply can't get more "Bally Bright Lights." As well as trying to fill the many, many orders the firm already have on hand. Bally is backlogged on "Bright Lights." Also has just received a defense work contract which ain't hay, to say the least. . . . Remember: "There's Nothing A Hit Game Won't Cure." . . . In conclusion, we want to most sincerely thank everyone of the coinmen who came in to wish us so much good for our 9th Anniversary.

WHAT ABOUT YOUR BUSINESS THIS SUMMER?

Exhibit has the answer for you. A most glowing, golden opportunity for every progressive operator in the nation. The sensational, new "EXHIBIT WESTERN KIDDIE CORRALS". It's merchandising at its finest. "EXHIBIT WESTERN KIDDIE CORRALS" help sell western kiddie merchandise. The kiddies' idols, "Hopalong" Cassidy, Gene Autry, Roy Rogers, all in one spot. Whether you want to feature an "EXHIBIT WESTERN KIDDIE CORRAL" in DEPARTMENT STORES, SUPER MARKETS, KIDDIE PARKS, FIVE & DIME STORES, OR YOUR OWN SPOT on the busiest thorofare in your city, you will be merchandising yourself into a shower of golden profits the like of which you have never before enjoyed. "EXHIBIT'S WESTERN KIDDIE CORRALS" feature EXHIBIT'S DALE SIX SHOOTERS, EXHIBIT'S FAMOUS CARD VENDORS WITH THE COWBOY CARDS THE KIDS ARE WILD ABOUT, EXHIBIT'S BIG BRONCO, EXHIBIT'S PONY EXPRESS, EXHIBIT'S SENSASIONAL GUN PATROL. Everyone of these machines ties right in with what the kiddies are clamoring for all over the country. This summer show yourself real profits with an "EXHIBIT WESTERN KIDDIE CORRAL". It's new. It's just what the kiddies (young and old) want. It's the newest big business in the nation: "EXHIBIT'S WESTERN KIDDIE CORRALS". Write, wire, phone today for complete details! Call at the Exhibit factory and see an "EXHIBIT WESTERN KIDDIE CORRAL" on dsiplay.

THE EXHIBIT SUPPLY COMPANY
4218-30 WEST LAKE STREET, CHICAGO, ILLINOIS

CHICAGO COIN'S
Classic—$125.00
Trophy— 135.00
Just Like New
ORDER QUICK!

"HOME OF SIX FOOT GAMES"
UNIVERSAL TWIN, 6' $140.00
UNITED EXPRESS, 6' 140.00
Can't be told from new.

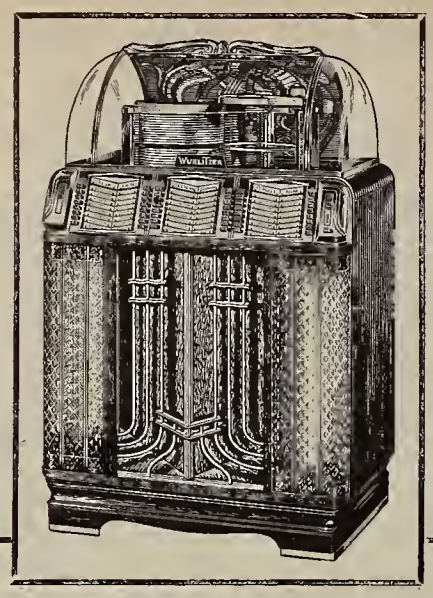
Completely Reconditioned and Refinished by Illinois Refinishers
UNIVERSAL SUPER TWIN BOWLER $125.00

Exclusive Illinois Distributors
FOR EDELCO NEW WOOD BALL TWIN STAR BOWLER 10' AND 12'
ALLIED COIN MACHINE CO.
786 MILWAUKEE AVE. • CA nal 6-0293 • CHICAGO 22

Congratulations—Bill Gersh
on the 9th Anniversary of THE CASH BOX
from
Michigan's largest and most progressive distributors of coin operated amusement and vending machines.
We Are Exclusive Distributors in MICHIGAN for
AMI ★ WILLIAMS ★ KEENEY ★ GENCO
WE CAN SUPPLY YOU WITH ANYTHING COIN OPERATED
WIRE — WRITE — PHONE
MILLER-NEWMARK DISTRIBUTING CO.
42 Fairbanks NW
GRAND RAPIDS 2, MICH.
(Phone: 9-8632)
5743 Grand River Ave.
DETROIT 8, MICHIGAN
(Phone: TYler 8-2230)

TRADE-IN TIME IS HERE

This is the time to revive your entire music route. Get rid of your old equipment. Trade-In Time is HERE.



PHONE! WIRE! CALL

on us today and get yourself the finest deal you've ever yet had. This is the time to WAKE UP YOUR ENTIRE BUSINESS. Call around TODAY.

Congratulations . . .

We pause in the midst of one of our busiest weeks to take time off to congratulate all of you of "The Cash Box" for the great work you have done for this industry for the past nine years. May this be but the beginning of even greater years of achievement for "The Cash Box."

COMMERCIAL MUSIC COMPANY, INC.

1501 Dragon Street, Dallas, Texas
901 East Houston Street, San Antonio, Texas

EXCLUSIVE FACTORY DISTRIBUTORS FOR
THE RUDOLPH WURLITZER COMPANY
UNITED MANUFACTURING COMPANY
UNIVERSAL INDUSTRIES, INC.
WILLIAMS MANUFACTURING COMPANY

Congratulations

. . . on your 9th Anniversary and may you continue to publish the one and only magazine that really helps every coin machine man everywhere in the world.

This is the very first advertisement of our new corporation. . . .

REX-BILOTTA CORP.

821 S. SALINA STREET, SYRACUSE, N. Y.

— ANGELO DELAPORT — JOHN BILOTTA —
— ROGER SHEPARD — RAY F. DAGGETT —

Our officers, directors and members wish THE CASH BOX future prosperity and continued success.

AUTOMATIC MUSIC OPERATORS ASSN.

250 WEST 57th STREET, NEW YORK, N. Y.

Albert S. Denver, President

EASTERN FLASHES

It was steaming hot in the big city this week, but no one was complaining. The Shriners, 100,000 strong, took over for their annual convention, and equipment in centrally located taverns and restaurants got quite a play. If anything, beach and resort areas got a bigger play than at any time this year—the sunshiney weather and vacation activity bringing more people to these spots. Wholesale activity also reported going along at an even keel, not too good, but also, not bad at all.

* * * * *

Ed Wurgler, general sales manager for Wurlitzer and **A. D. Palmer**, ad manager for the same company, in the big city for a fast visit, and seen at Toots Shors in conversation with actress **Binnie Barnes**, actor **John Carradine**, and columnist **Jack O'Brien**. Another big promotion in the offing? . . . Another Wurlitzer man, **C. B. Brady** of Brady Distributing Company, who handles the Wurlitzer phono from his Charlotte, North Carolina, offices, in town with his missus, but misses Wurgler and Palmer by one day. Brady came in for the Shriner's Convention. While here he visited with **Joe Young**, Young Distributing, Wurlitzer distributors here. . . . **Joe Young** very happy about the manner in which **Jack Wynn**, Harlem operator has kept reordering—In the period of a very few weeks, Wynn has bought his 20th Wurlitzer model 1400. . . . **Humbert Betti**, Union City, N. J., away for a three week vacation, and like the intelligent person he is, flys down to Miami Beach, Fla. It's really wonderful down there during the summer. . . . Seated at one table, sipping cool drinks, and "shooting the breeze" were **Joe Kochansky**, Brooklyn op; **Dave Lowy**; **Jack Semel**; **Irv Lavender**, Brooklyn op; **Al Simon**; and **Abe Rechschafter** of Hartford,, Conn. . . . **Abe Rechschafter**, who spent three weeks at Saratoga, N. Y., taking in the harness racing, and the past week at the Narragansett race track and in New York, reports he got "cooled off" plenty at the tracks. Abe tells a very interesting story about his return trip from Narragansett to Harttord, winding up the tale with "Now, I've seen everything!"

* * * * *

Joe Hirsch, business manager for the Automatic Amusement Machine Operators Assn. of Greater New York, who was stricken last week with a heart attack, underwent an operation on Tuesday. A blood clot was removed from his right eye, and we understand he will lose the sight of this eye. However, reports are that Joe is improving. . . . **Louis Zinkov** bought out the distributing business conducted by the late Morris Hankin, and will continue under the name of Capitol Automatic Vending Co., Atlanta, Ga. . . . The fun loving **Dave Stern**, Seacoast Distributors, Inc., Elizabeth, N. J., spent the week in New York, sporting a red fuzzy cone shaped hat. Dave is a member of the Shriners and joined in with the other 100,000. **Bob Slifer**, who remained at the office, reports that they've sold every Rock-Ola "Rocket 51-50" they've received, and have a number of back orders. . . . **Barney (Shugy) Sugerman**, Runyon Sales Company, returned on Thursday from his 10 day vacation and business trip to Minneapolis and Chicago. . . . **Jackie Prigoff**, head engineer of Runyon, finally handed out the cigars this week—it was a girl, named **Barbara Susan**, born on Monday at the Horace Harding Hospital. Jackie, in talking over the event with "Happy" **Herbie Semel** (a recent father himself) discovers that Semel's girl was born at the same hospital, and that they are neighbors, living only four houses away. . . . **Sophie Selinger**, Joe Young's secretary, will take her vacation July 16.

* * * * *

Mike Munves concentrating on export orders now, just as rushed as he has been throughout the spring and early summer. (While we had heard it second hand last week, Mike now admits it—he's back on the cigarettes again. "But, I kept away for quite a spell, didn't I?" smiles Mike. . . . **Abe Lipsky**, sales manager for Young Distributing, commutes every day from Hopewell Junction, N. Y. (at Sylvan Lake), where he has his wife and two kids for the summer.

DALLAS DOINGS

Dallas record distributors are busy with plans to journey north this weekend for the big Chicago NAMM Show. . . . **Mr. and Mrs. Paul J. Glass** from the Dallas branch of South Coast Amusement Company and **Bud Dailey**, **Harold Dailey**'s son and right hand man, from South Coast's Houston office will leave Saturday by train. . . . The crew over at Gramophone, **E. L. DeGolyer, Jr.**, and **Bob Dunbar**, will be on hand for the show. . . . At Mercury Mr. and Mrs. **H. C. Townsley** are going to the show via automobile. . . . The folks at King say they will leave the music show to **Sid Nathan**, et al. And speaking of King, **Jack Grant**, who has been traveling West Texas for King, lo these many years, has traded records for the wide open spaces. He, his wife and small son are going to Kentucky to oversee the operation of a giant stock farm. Good luck to you, Jack. He is replaced by **John Schick**, formerly of New York City. . . . **Stan** (The Record Man) **Lewis** of Shreveport, La., is the proud pappa of a bouncing baby boy—**Leonard**, by name—who weighs out at less than four and a half pounds.

John McGee of Buffalo was browsing around our fair but hot city this week. He can relax now that he has his help problems solved. He got a new mechanic for his many juke boxes. . . . **George Prock** of Prock Distributing Co. and his wife, and **Harry Hooser** of Fort Worth Amusement Co. and his wife are in Central America on a business and pleasure trip. They drove from Dallas to Mexico City then flew on to Central America. . . . **Lester Godwin** of Universal Distributing Co. has added to his income with a commercial printing place.

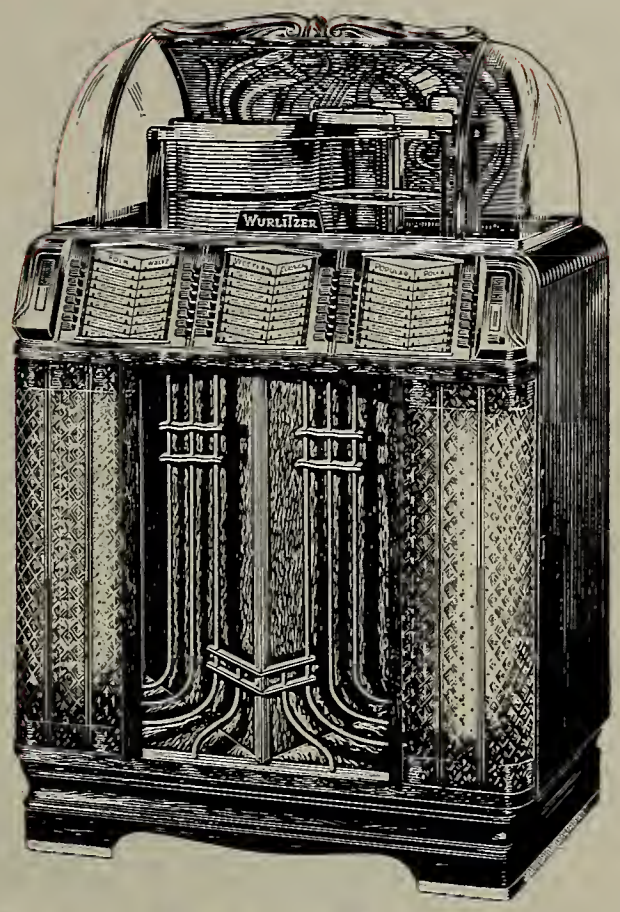
Wyatt Berry of Goldthwaite reports that business is looking up in his part of the country. The people are prosperous now that the cattle are getting fat and ready to go to market.

In addition to his juke box route, **L. A. Smiley** of Bogata has a tomato farm. He has just harvested a bumper crop. . . . **J. L. Eaton** of Henderson says the coin machine business is good but the oil business is better. You might have something there, J. L. . . . From Salt Lake City, **Raymond Williams** of Commercial Music writes, "Having wonderful time, wish you were here." . . . The five player shuffle alleys are going like hot cakes for **Jack Sprott** of Central Novelty. . . . Looks like business is looking up for **Jack Sprott** of Central Music in Temple. He is adding new machines to his route. He also owns the local taxi company so he gets them going and coming. **Bill Sheffield** of Paducah went to Galveston on his vacation. His bald head is so sunburned that he can't wear a hat. Lucky he didn't go horse back riding.

CONGRATULATIONS FROM WURLITZER

to CASH BOX on its 9th Anniversary

For years Wurlitzer has brought you news of its successful achievements through Cash Box Pages . . .



. . . the latest and greatest of these achievements are the 48-Selection, All-Speed Wurlitzer Models 1400 and 1450.

FROM EVERY ANGLE, THE BEST BUY IN THE PHONOGRAPH BUSINESS

SEE THE NEAREST ONE OF THESE WURLITZER DISTRIBUTORS FOR THE FINEST PHONOGRAPH DEAL OF THE YEAR

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2616 PURITAN AVE., DETROIT, MICHIGAN

Bilotta Distributing Co.
224 N. MAIN ST., NEWARK, NEW YORK

Bilotta Distributing Corp.
98 FULLER ROAD, ALBANY 5, NEW YORK

Brady Distributing Company
522 E. TRADE ST., CHARLOTTE 2, N. C.

Brandt Distributing Co., Inc.
1809-11 OLIVE ST., ST. LOUIS 3, MISSOURI

Brandt Distributing Co. of Iowa
764 NINTH ST., DES MOINES 14, IOWA

Bush Distributing Company
286 N. W. 29th STREET, MIAMI, FLORIDA

Bush Distributing Company
60 RIVERSIDE AVE., JACKSONVILLE, FLA.

Cain-Caillouette, Inc.
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Cain-Caillouette, Inc. of Indiana
409 N. NOBLE ST., INDIANAPOLIS 4, IND.

Cain-Caillouette, Inc. of Kentucky
122-24 S. SEVENTH ST., LOUISVILLE, KY.

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Central Music Distributing Co., Inc.
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Commercial Music Co., Inc.
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901 E. HOUSTON ST., SAN ANTONIO, TEX.

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Cruze Distributing Co., Inc.
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1405 E. FIRST ST., TULSA, OKLAHOMA

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F.A.B. Distributing Co., Inc.
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F.A.B. Distributing Co., Inc.
304 IVY ST., N. E., ATLANTA 3, GEORGIA

Hart Distributing Co.
906 ELLIOTT AVE., W., SEATTLE 99, WASH.

Knudsen Music Company, Inc.
201 E. 2nd SOUTH, SALT LAKE CITY, UTAH

Paul A. Laymon, Inc.
1429 W. PICO BLVD., LOS ANGELES 15, CAL.

Lieberman Music Company
257 PLYMOUTH AVE., NORTH MINNEAPOLIS 11, MINNESOTA

Maestro Music, Inc.
121 E. BROADWAY, TUCSON, ARIZONA

Music Distributing Co.
2001 FIFTH AVE., PITTSBURGH 19, PA.

Northern Music, Inc.
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Northern Music, Inc.
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O'Connor Distributors, Inc.
2320 W. MAIN ST., RICHMOND, VIRGINIA

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Redd Distributing Company
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Steele Distributing Company
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. . . . ideas, inventions or completed working models of all types of new coin operated machines. Your product, idea or invention, if it meets approval, will be given complete and immediate attention. You will be contacted directly after receipt of your first letter. You can write in full confidence. You are assured complete protection.

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We Wish You . . . ***THE BEST OF LUCK ON YOUR 9th ANNIVERSARY AND WE HOPE THAT YOU WILL CONTINUE TO PUBLISH The Cash Box FOR MANY, MANY YEARS TO COME.***

WOLF DISTRIBUTING COMPANY

2854 CHAMPA ST., DENVER, COLORADO

EXCLUSIVE FACTORY DISTRIBUTORS FOR: AMI, Inc. BOWL-O-MATIC . . . UNITED MFG. CO. . . . EXHIBIT SUPPLY CO. . . . CHICAGO COIN . . . WILCOX-GAY

CALIFORNIA CLIPPINGS

Good for at least one more lead on dime play, what with most of the summer resort locations opening the season with same, minus any fuss and bother, and from all reports the vacationers haven't had to dig too deep down into their jeans for the extra nickel. . . . Note that such TV shows as **Peter Potter's** "Juke Box Jury" and most of the radio d-j's have swung over to "putting a dime in the juke box" whenever referring to it. . . . Music generally is picking up, not only in collections, but in phonograph sales, with reports of increased tempo at the till coming from **Paul Laymon** on the Wurlitzer, **Nick Carter** on the AMI and **Bud Parr** on the Rock-ola. . . . Over at **Paul Laymon's**, there's a terrific new blonde giving **Lucille Laymon** a run for it, and Paul's Missus isn't even jealous, maybe on account of the blonde is a Wurlitzer, a beaut indeed, but still a machine. Paul has one of the 1400s in the Egyptian theater lobby on Hollywood Blvd. for use in conjunction with MGM's hit tunes from the "Showboat" film. There's also plenty of action at Laymon's on Chicago Coin's new "Horseshoe" rebound shuffle, complete to ringers and all the trimmings of the sport. . . . Due back from his vacation trip was **Charlie Daniels** but the week brought bad news to **Karel Johnson**, shop foreman who was all set to take his vacation with a brother from Springfield, Utah, when word reached here that the brother had passed away.

Genco's "Shuffle Target" is going strong over at General Music, headman **Bud Parr** tells us. The game has won a warm reception from ops all over the Southern California territory being served by the Parr firm. . . . Just back to Automatic Games from a Las Vegas trip, which resulted in moving a load of merchandise, was **George Warner**, who's spending a good deal of his time these days on other activity outside of the coin business. With things on the quiet side for Automatic, **Dannie Jackson** is also devoting much of his time to other interests. . . . **Joe Peskin** was in Chicago once again, braving the summer heat, but for an important occasion. It's the marriage of his son that had Joe, son-in-law **Paul Silverman** and their wives make the trip. Keeping cool at the Pico office with an electric fan blowing her raven locks was **Dolores** while **Phyllis** did the best she could close to a hot steel smelter at the boys' Sierra Steel plant in Gardena. . . . Back from their vacation to Illinois and Wisconsin were **Hank** and **Louise Schmitt** of Badger Sales, where Williams' new "Hayburner" game holds the center of sales floor interest at present.

Bill Marmer had a fast one out here to visit partner **Jack Simon** at Sicking's before being called back on urgent business to home base in Cincinnati. . . . Back from his vacation, and ready for another, was Jack Ryan. . . . Vacationers along Coin Row included **Wesley Knudsen**, Wurlitzer distrib from Provo, Utah, who dropped in to compare notes with the Laymons. . . . Off on a fishing trip was **Lorn Freeman** of Fresno's Freeman Novelty Co., while **Pete Shupp** of Southgate was off with both rod and gun. . . . Spending their spare time in trying to nose one another out for speedboat racing honors all summer were partners **Andy Anderson** and **Arley Armstrong** of Fresno's Service Amusement Co. . . . On the Row: **Thomsen Bros.** of Delano. . . . Santa Monica's **E. C. Miller**. . . . **Jack Harris** from Phoenix. . . . **Jack Rowe** and his Dad from Tucson. . . . Covina's **Bill Bradley**. . . . **Clyde Denlinger** of Balboa. . . . **Bill** and **Joe Molezzo** of Porterville. . . . Big Bear's **Jack Gilbert**. . . . **N. P. Craver** from San Diego. . . . El Monte's **Tommy Workman**. . . . **William Black** and **Jack Sickley** of Bakersfield. . . . Montebello's **Frank Lamb**. . . . Saying hello to his many old friends along the Row was vet operator **George** of L. A.

MINNEAPOLIS, MINN.

Ray Benkowski of Cloquet was seen in and around town looking over the machines to see what was new in coin operated equipment. . . . Also, in town to pick up additional equipment for their routes were **Hugh** and **Esther Maye** of Eau Claire, Wis. . . . **Merle Stoddard** of Zumbrota, also made a quick trip into town to pick up some supplies for his route. . . . **Pete Vanderhyde** was seen in town on his regular bi-monthly trip to the cities. Pete certainly keeps up with what is new in records and he makes sure that his locations have the best in music. . . . **T. J. Fischer** of Waconia, took a little time off to come into town and he states that fishing is very good in Waconia. Incidentally, Ted lives right on the lake and all he has to do is throw his line out and catch a few fish. . . . **Walter Witt**, a well known Minneapolis operator is still talking about that big bass that he caught a little over a week ago. I guess it will take the cold weather to stop his talking about that big one, that didn't get away.

Wes Riedel and his wife of Mora, were picking up supplies as was **Don Smith** of Sioux Falls, S. D. **Herb Greenfeld** of the Novelty Sales Company in Minneapolis has just returned from a two month stay in a hospital in Tacoma, Washington. Herb is feeling better now and is getting around and we are certainly glad to see him up and around. . . . **Arnold Brevik** and wife of Watertown, S. D., were in town for a couple of days and while **Mrs. Brevik** was shopping Arnold was also shopping for coin operated equipment. . . . **Charlie Sersen** of St. Cloud, is back in town after a fishing trip up in Canada and he reports that he has unusually good luck and a wonderful time. . . . **Ed** and **Millie Birkemeyer** of Litchfield are busy rushing around picking up records and going back the same day. Millie says that her son, **Jack**, who is a Lieutenant in the Marines is due to report the 16th of July to Cherry Point. . . . **Morris Berger** and his charming daughter were in the Twin Cities. Morris helped his daughter enroll for the fall term at the University of Minnesota. . . . **Bob Proper**, wife and daughter of Pine River, took a little time off to come into the city. . . . Seen around town were **Kenny Anderson** of Austin, and **Elgin McDaniel** of Wadena.

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WANT—Used records—Polkas, Rumbas and Billy Eckstines' only. State price. C & L MUSIC CO., 11 BAYBERRY ROAD, FRANKLIN SQUARE, L. I., N. Y.

WANT — Late model phonographs. Will pay cash. Will pick up within a radius of 300 miles. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK 19, N. Y. Tel.: CI 6-8939.

WANT—Will pay cash for Champions, Citations, Gold Cups, late Rock-Olas, Seeburgs, Wurlitzers and AMI's, and Accessories. Send us your list. AMERICAN DISTRIBUTING CO., 325 E. NUEVA ST., SAN ANTONIO, TEX. Tel.: TRavis 8858.

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WANT—One or a hundred phonos and games of all kinds. Cash waiting. Will buy your complete route of music or games. Also want: tubes, parts, supplies of all kinds. Write, Wire, Phone. C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

WANT—Phonographs, pre-war and latest models. State price wanted, mechanical condition, appearance, quantity you have, and when ready to ship, in first letter. BOLIVAR RADIO, BOLIVAR 14, MEXICO CITY, MEXICO.

WANT — All post-war games, phonographs, wall boxes, scales, arcade. All hideaways, speakers, adaptors, motors, Wurlitzer and Seeburg steppers, etc. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, CANADA. Tel.: 2648.

WANT—Will buy used phonograph records made before 1940; any quantity or dealers stock. Will pay $15 to $30 per hundred. Some labels are Paramount; Gennett; Victor; Columbia; Brunswick; Bluebird; Vocalion; Decca; Q. R. S. JACOB S. SCHNEIDER, 128 W. 66th ST., NEW YORK 23, N. Y.

WANT—For Cash: Gottlieb's Just 21. Any quantity; United Shuffle Express; Seeburg Bear Guns; Seeburg M-100's. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN.

WANT—4 Player Bowlers; 5 Player Bowlers; or Shuffle Cades. Cash or Trade. MERIT COIN MACHINE ECHANGE (subsidiary of Merit Industries), 542 W. 63rd ST., CHICAGO 21, ILL. Tel.: ENGlewood 4-9202 and 04.

WANT—We want late model phonographs, wall boxes, five ball games, amusement games, etc. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH.

WANT—By Operator: Bally One-Balls: Citation, Champion, Turf King. Also late 5-balls and post-war phonographs. All machines must be A-1 and ready for location. ACTIVE AMUSEMENT CO., 501 NORTH GOSSET ST., ANDERSON, S. C. Tel.: 2310.

WANT—Used, new or surplus stock records. At this time we will purchase unlimited quantity of any type records (except Race). Top prices paid. We pay freight. Write immediately. USED RECORD EXCHANGE. Anthony "Tony" Galgano, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel.: DIckens 2-7060.

WANT—Your used or surplus records. We buy all year round and pay top prices. No blues or race. Not lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 905 NO. MAIN PROVIDENCE 4, R. I.

WANT — United two-player Shuffle Alley Express; United Shuffle Skills; Universal Twin Bowlers. Can use unlimited quantity. Phone, wire: RITEWAY SALES & MFG. CO., INC., 615 10th AVE., NEW YORK, N. Y. Tel.: JUdson 6-1865.

WANT—Used Juke Box records, popular, hillbillies and polkas. Any quantity. Will pay highest prices. Give full details in first letter. F. A. WIEDEL, 2440 N. ORCHARD ST., CHICAGO 14, ILL.

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 5 PARKHURST ST., NEWARK 2, N. J.

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WANT—Post-war Photomatics, phonographs and Holly Cranes. Wurlitzers, Model 1100, 1015 and 1080; Seeburgs, Model M100 and 100A; Late Rock-Olas; and other phonographs. Holly Cranes, late model. LIEBERMAN MUSIC CO., 257 PLYMOUTH AVE., NO. MINNEAPOLIS 11, MINN. Tel: FIllmore 3025.

WANT—Will pay highest prices for Bally Triumph. Any condition as long as you have all parts. No lot too large or too small. J. DE LUCA, 8031 ST. GERARD ST., MONTREAL, QUE., CANADA.

WANT—Mills Panorams, Keeney Four-way Bowler Conversions. Cash or will trade. We're moving. Offering all shuffle games at special prices. Write, wire or phone: MONARCH COIN MACHINE, INC., 1545 N. FAIRFIELD AVE., CHICAGO, ILL. Tel.: ARmitage 6-1434.

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FOR SALE—40 Selection AMI Model "C"; 100 Selection Seeburg 1949 or 1950 Model. Write. Dale Guns, Shuffleboards; Shuffle Alleys, twins or singles; Pin Balls, Roll Down games. We deliver free in Wisconsin, also help new operators start routes. LAKE NOVELTY CO., OMRO, WIS.

FOR SALE—Buy your finest reconditioned Wurlitzer phonographs from the World's Largest Wurlitzer Distributor. Genuine parts, factory trained mechanics. Competitively priced. Also reconditioned cigarette machines. Write us before you buy. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE—Turf Kings: Two brand new, four used less than three weeks, write for prices. Also Kentuckys, Champions, Lexingtons, Citations and Photo Finish. Will trade one for several Heavy Hitters. SYSTEM AMUSEMENT CO., 810 WEST SECOND AVE., SPOKANE 4, WASH. Tel.: RI 4745.

FOR SALE—Moved—must unload: Q.T. Pool Table $100; Edelman Pool Table $50; Super Bomber $50; Evans Playball $75; Williams Star Series $100; Bally Shuffle-Bowler $25; United Super Alley $25; Chicago Coin Bango $15; United Standard $15; United Skee Alley $125; Bally Speed Bowler $75; Bally Shuffle Champ Rebound $125; Bowlette $39.50; New Chicago Coin Playball $100; New Chicago Coin Thing $150; New United 2 Player Hockey $125; New Williams Big League Alley $150. K. C. VENDING CO., 410 MARKET ST., PHILADELPHIA 24, PA.

FOR SALE—1 Manley Pop Corn Machine—Model 49-Pl. Includes supplies such as paper bags, cartons, oil and approximately 100 lbs. of corn. Lists for $650. Floor sample, sale at $495; Jungle Joe photo electric Pistol with animated target, a real buy at $99.50; 1 floor sample Universal Shuffle Tournament, a four player bowling attachment for use on any shuffleboard $149.50; 1 Six Gun ABT Rifle Sport Shooting Gallery, complete with brand new compressor and new air pressure valve, write for price; Bang-A-Fittys, post-war skeeball, free ball feature, new in crates $195. BUSH DISTRIBUTING CO., 286 N.W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for $48 today plus your first 40 word ad to: THE CASH BOX, EMPIRE STATE BLDG., NEW YORK 1, N. Y. (Phone: LOngacre 4-5321).

FOR SALE—Close-out of entire distributor stock of Columbia Records, 78 and 45 speed, sacrifice prices. OMAHA APPLIANCE CO., 18th & ST. MARY'S AVE., OMAHA 2, NEB.

FOR SALE — 4 Wurlitzer 600's $50; 3 Seeburg Hitone's $50; Seeburg Hideaway Pre-war and Post-war; 50 Packard Wall Boxes $12. DIXON DISTRIBUTORS, 3808 SOUTHERN BLVD., YOUNGSTOWN, OHIO. Tel.: 87515.

FOR SALE—Hard-to-get Parts and Supplies. We have stock on hand. Let us know your needs. Our prices are right. We also have complete stock of used games and phonographs of all kinds. COVEN DISTRIBUTING CO., INC., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE—Guaranteed used phonographs, all makes; Pinball Machines; Bowling Alley. These machines are perfect, the price is right. Write for literature. F. A. B. DISTRIBUTING CO., INC., 304 IVY STREET, N.E., ATLANTA, GA.; 1019 BARONNE STREET, NEW ORLEANS, LA.; 911 GERVAIS STREET, COLUMBIA, S. C.

FOR SALE — 8 Brand New Double Column Kleenex Vendors with stands $40 ea.; 6 Ristaucrat Music Boxes $95 ea. Arcade Equipment: Boomerang $45; Heavy Hitter $65; Panorams $250; Pitchem & Battem $225; Quizzers with Film $125; Siros Brush Up $75; Exhibit Dale Gun $95; Atomic Bomber $150; Silver Bullets $195; Standard Metal Typer $925. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOwer 1-6715.

FOR SALE—5 Seeburg M-100's in perfect condition $789 ea.; 1 heavy gauge canvas tent 40'x80' $429; 12 Juice Mixers, 10 gal. each, monel metal, ¼ hp. motor, ice cooled 2 faucets $99.50; WANT — Bally's Eurekas and Attentions. AMERICAN AMUSEMENT CO.; 628 MONTGOMERY ST., SYRACUSE, N. Y.

FOR SALE—America's finest reconditioned phonographs and music accessories, Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVE., DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. 25 Rock-Ola '46 and '47; 10 Wurlitzer 1015; 8 Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, O. Tel.: HEnderson 1-7577.

FOR SALE — Louisiana Operators; Factory rebuilt and new Slots, Winter Books, Arrow Bells, Clover Bells, Super Bells, Buckley Parleys. Write for prices. LOUISIANA COIN MACHINE CO., BOX 861, LAFAYETTE, LA. Tel.: 2441.

FOR SALE — New American Scales $95; Mutoscope Original Red Top Cranes $150; Packard Hideaways $50. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: MArket 1-3967.

FOR SALE—Just 21 $65; Joker $135; Spot Bowler $145; Maryland $60; Freshie $75; Rip Snorter $75; Star Series $110. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Complete line of used equipment on hand: Phonographs; Shuffle Games; etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. TARAN DISTRIBUTING, INC., 2820 N.W. 7th Ave., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel: RIverside 4131.

FOR SALE—5 Seeburg Gem Chassis in metal cabinets with Packard 30-wire adapters $50 ea.; 50 Buckley 1942 Boxes, 20 and 24 selection, $5 ea. All equipment usable and in good operating condition. HUGHES ELECTRIC CO., LADOGA, IND. Tel.: 17.

FOR SALE — Needles. Top-quality juke box needles at lowest prices. All type needles to fit any machine; both osmium and sapphire points. Immediate delivery! Call or write: JENSEN INDUSTRIES, INC., 329 SOUTH WOOD STREET, CHICAGO 12, ILL.

FOR SALE—Reconditioned Wurlitzers: 1250's $500.; 1100's $350.; 1015's $225.; 1080's $225.; 750's $100. Seeburgs: 147-M $225. Rock-Olas: 1422 $125.; 1426 $179.50. Packard Manhattan $169.50. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN STREET, RICHMOND 20, VA.

FOR SALE—This is the time for specials and closeouts, and Empire is the place where you can get 'em and save $$$. Write, or phone now. EMPIRE COIN MACHINE EXCHANGE, 1012 MILWAUKEE AVE., CHICAGO, ILL. TEL: EVerglade 4-2600.

FOR SALE—Bally Shuffle Bowlers, like new, $25; Bally Shuffle Champ $75; Genco Bowling League $25. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750.

FOR SALE — ABT Six-Gun Rifle Range, complete $350; Post-war Voice-O-Graph $250; 2 Bang-A-Deer $195 ea. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., NO., MINNEAPOLIS 11, MINN.

FOR SALE—Special Bargains! Wurlitzer 1100 $379; Wurlitzer 1015 $229; Wurlitzer 1080 $229; Wurlitzer 3020 wall boxes $39; Wurlitzer 219 steppers $25. Machines thoroughly reconditioned and refinished with Davis six point guarantee. Phone 5-5194, or write: DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE, N. Y.

FOR SALE—Used Pin Games—Music Machines — Shuffle Games — Parts and Supplies. Michigan Distributors for AMI; Genco; Williams; Keeney; Victor; Permo Point; Waxola Wax. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS STREET, N. W., GRAND RAPIDS, MICH. Tel: 9-8632—and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

FOR SALE—Best Buy in Town! 2 Seeburg Shoot The Bear $330 ea.; 2 Panorams, films and all complete, $150 ea.; 2 Select-A-Card five ball flipper $35 ea.; 2 Just 21 five ball flipper $35 ea.; 4 Champion free play $150 ea.; 1 Winner free play $275; 5 Exhibit Six Shooters $250 ea. All machines in good condition, and ready for locations. Write, wire or phone. LEE NOVELTY CO., Robert Ehrhardt, Sr., 1004 SPRING ST., SHREVEPORT, LA. Tel: 2-4545 and 3-3625.

FOR SALE — Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slots. We now have in stock Bally's Futnrity and other games. West Virginia Bally Distributors. ALLAN SALES, INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: WHeeling 5472.

FOR SALE — Chicago Coin Classic $135; Universal Super Twin Bowler $135; Bally Speed Bowler $100; Shuffle Alley with fly-away pins $50. ALLIED COIN MACHINE CO., 766 MILWAUKEE AVE., CHICAGO 22, ILL.

FOR SALE—Big Handicap back glass conversion for your Citation. Completely new. 15 new beautiful exciting colors. Get extra profits from yonr Citations. Order now—$17.45. One-third deposit, balance C.O.D. OHIO SPECIALTY CO., 29 WEST COURT ST., CINCINNATI 2, OHIO.

FOR SALE—20 Hnnter Ball Gum Machines, 8 with stands. Make offer. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y.

FOR SALE — Used Phonograph Records taken from our routes. BIRMINGHAM VENDING COMPANY, 540 2nd AVENUE, NORTH, BIRMINGHAM 4, ALA.

FOR SALE—New England's Largest Stock—New Machines, finest parts and service department. Exclusive distributor for Wurlitzer, Bally, United, Chicago Coin, Keeney, Exhibit. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALLSTON, MASS. Tel.: AL 4-4040—and REDD DISTRIBUTING CO., INC., 811 UNION ST., WEST SPRINGFIELD, MASS. Tel.: 6-5418.

FOR SALE—Two Manhattan Packard phonographs, like new, $189.50 ea. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16th AVENUE, PORTLAND 5, ORE.

FOR SALE — Or Exchange for non-coin operated items: 10 Bowling, 5 Pinball, 1 Shuffle-Skill, 1 Shuffle-Mite; 1 Shuffle-Baseball, 1 Jnke Box, used machines. Principals send offers or propositions in detail in first response. SELECT AMUSEMENTS, BOX 288, NORTH ARLINGTON, N. J.

FOR SALE—Contact ns before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Bally Turf Kings, refinished so beautifully that they are worth $100. more than those you can purchase elsewhere, write for low prices in singles and quantities; Gold Cups $67.50; Citations $92.50; Jockey Specials $57.50; Gottlieb Double Features $125.; Minstrel Mans $140.; Chicago Coin Fighting Irish $110.; United Red Shoes $114.50; Universal Photo Finishes, also expertly refinished, $145.; Genco Stop & Gos, like new, $115.; Tri-Scores, used 2 weeks, $95.; Williams Control Towers $149.50. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel: CAnal 5306.

FOR SALE—Bally Hot Rods, latest model, like new, $134.50. Also One Balls, very good, ready for location: Victory Specials $30; Special Entries $40; Jockey Specials $55. 1/3 Deposit, Balance C.O.D. W. E. KEENEY MFG. CO., 5231 SO. KEDZIE, CHICAGO, ILL.

CLASSIFIED ADVERTISING SECTION

FOR SALE — 250 Rolldowns: Total Rolls; Advance Rolls; A.B.C. Roll Downs; Big City; Bingo Rolls; Hy-Rolls; One World; Pro-Score; Singapore; Sportsman. Make us an offer on all or part. CLEVELAND COIN, 2021 PROSPECT, CLEVELAND, O. Tel.: TOwer 1-6715.

FOR SALE—4 ChiCoin Bowling Alleys, very clean, $65 ea.; 1 Exhibit Dale Gun $69.50; 1 Keeney Ten Pins $45; 8 Telequiz, with film, $145 ea. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508.

FOR SALE—Back Glasses for Jockey Special and Special Entry $8.95 ea.; Back Glasses for Victory Special, Victory Derby, '41 Derby and many others $4.95 ea.; Personal Music Boxes (like new) $1 ea. JACK R. MOORE CO., 1615 S.W. 14th AVE., PORTLAND, ORE.

FOR SALE—W4L56 Boxes 5/10/25c $44; 3W2L56 Boxes three-wire $27; W1L56 wireless Boxes $24; Seeburg Hideaway 146 $225; Wurlitzer 1100 $450; 1015 $295; Wurlitzer Skee Roll $125; 14 ft. Bankrolls $150; Irish Pool $90; Dale Guns $85. V. YONTZ, BYESVILLE, OHIO.

FOR SALE—Wurlitzer 750E's $110; Model 850's $65; Model 700's $85; 3 Tnrf Kings, write; Model 3031 Wall Boxes, clean, $10.95; Several 1015's and 1100's — all in clean working order. GENTRAL MUSIC DISTRIBUTING CO., 1523 GRAND AVE., KANSAS CITY, MO.

FOR SALE — Plastic and Bubbler Tubes. For Wurlitzer 1015 lower side plastic $7.95. Right and left corners $8.95 ea. All bubbler tubes for Wurlitzer 1015's $3.90 ea. Domes for Seeburg 146, 147, 148 $16.95 ea. 1/3 deposit. Balance C.O.D. KOEPPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE — Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we featnre are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., Milwaukee 13, WIS. Tel: BLuemonnd 8-7600.

FOR SALE — Winners, like new $239.50 ea.; Photo Finish $142.50 ea.; Champion $149.50 ea.; Citations $95. ea.; Gold Cups $59. ea.; Jockey Specials $49.50 ea. We have 59 Turf Kings, all late models, for the best deal in the country, phone us today. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUperior 1-4600.

FOR SALE—Bally Hy Rolls $49.50; 38 Wurlitzer H.W. $65.; 38 Seeburg H.W. $65.; South Pacific $95.; Be-Bop $115.; Harvest Moon $49.; Chicago Goalee $85.; Photo Booth with 2 Cameras $295.; Bally Entries, Daily Races, Victory Derby $35. ea.; Liberator $65.; Play Ball $65.; Roll Down $49.50. STANLEY AMUSEMENT COMPANY, 5225 SOUTH TACOMA WAY, TACOMA, WASH.

FOR SALE—Clean (3) Shuffle Skills all $100; Howard Metal Typer $149.50; ChiCoin Hockey $64.50; 2 Evans late Ten Strikes, both for $100; Goalee, no mirror, $64.50; 8 ABT Metal Stands $60; ABT's new and used, others. S & W MUSIC CO., ANNISTON, ALA.

(Continued on next page)

FOR SALE—4 1 ball Citations, A # 1 condition. Also 3 California Shuffleboards; 2 Shuffleboards; 10 Pin conversions. M. J. COLBERT, NEBRASKA CITY, NEBR.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE—Needles. All type needles for juke boxes and home machines. Every needle a precious metals point. Give our needles a test and become the distributor for your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—We can supply all your recorded needs—on all labels. Shipments made 24 hours after receipt of order. 5c over wholesale per record. We ship anywhere. LESLIE DISTRIBUTOR CORP., 752 TENTH AVE., NEW YORK, N. Y. Tel.: PLaza 7-1977. Cable address: EXPO RECORD, NEW YORK.

FOR SALE—7 Amusement Enterprise Skeeball Alleys $199 ea.; 1 Pace Midget Auto Racer like new $79; 1 Boizelle "52" Miniature Pooltable with 5c chute, perfect condition $89. NOVELTY SALES CO., 16 TURNPIKE RD., SHREWSBURY, MASS. Tel.: WORcester 3-3663.

FOR SALE—We are making a splendid 3½ x 7 coin-operated or plain Pool Table. Write for picture and information. Distributors wanted. SPARKS SPECIALTY COMPANY, SOPERTON, GA. Tel.: 33.

FOR SALE—Special! Tri Scores $135. Write for prices on the following: Minstrel Man, Nifty, Joker, Rockette, Cyclone, Knock Out, Shoo Shoo, Spot Bowler. LEHIGH SPECIALTY CO., 826 N. BROAD ST., PHILADELPHIA 30, PA.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; W1L56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE—The famous lightweight Jacobs Tone Arm for all antomatic phonographs. Get it from yonr nearest distributor. JACOBS NOVELTY CO., STEVENS POINT, WIS.

FOR SALE—1 Packard 1946 Hideaway and 4 Packard Wall Boxes $147.50; 1 Wurlitzer 1100 $390; 6 Seeburg 5c Model WS-2Z Wall Boxes $9; 5000 used records 7c ea.; 9 Wnrlitzer 3021 Wall Boxes $14. MITCH GOLISH MUSIC CO., 20 W. POPULAR ST., HARRISBURG, ILL.

FOR SALE—Citations $85 ea.; Champions $149.50 ea.; 10 Turf Kings. write; 3 Universal Super Twin Bowlers $85 ea.; 2 Shoot The Gun Ray Machines $275 ea. Everyone of our reconditioned machines in perfect condition. NASTISI DISTRUBUTING CO., 1010 POYDRAS ST., NEW ORLEANS, LA. Tel.: MA 6386.

FOR SALE—All makes of post-war equipment completely overhauled and in first rate condition for sale at current prices. Phone or write for particulars. We are distributors of Seeburg equipment for North Carolina. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

CLASSIFIED ADVERTISING SECTION

Here's What You Can Get For Only 92¢ A Week

1. A 40 WORD CLASSIFIED AD IN EACH AND EVERY WEEK'S ISSUE FOR A FULL YEAR (52 CONSECUTIVE WEEKS) ACTUAL COST WOULD BE $3.20 PER WEEK OR $166.40 FOR THE ENTIRE YEAR OF 52 WEEKS . . . PLUS . . .

2. A FULL YEAR'S SUBSCRIPTION THAT BRINGS YOU "THE CASH BOX" EACH WEEK FOR 52 CONSECUTIVE WEEKS, REGULAR PRICE OF SUBSCRIPTION IS $15.00 WHICH ADDS UP TO THE GRAND TOTAL OF . . .

3. $181.40 . . . ALL THIS FOR ONLY $48 . . . OR 92c PER WEEK FOR YOUR 40 WORD CLASSIFIED AD PLUS YOUR WEEKLY COPY OF "THE CASH BOX" . . .

4. IF YOU ALREADY HAVE A $15 SUBSCRIPTION TO "THE CASH BOX" YOU WILL BE GIVEN FULL CREDIT FOR THE REMAINDER OF YOUR SUBSCRIPTION. THIS WILL BE DEDUCTED FROM THE $48 AND YOU WILL BE BILLED FOR THE DIFFERENCE ONLY.

THE CASH BOX
EMPIRE STATE BLDG.
NEW YORK 1, N. Y.

☐ Enclosed Find My First 40 Word Classified Ad Plus My Check For $48.

☐ Bill Me For The Difference Due From My $15 Subscription. Enclosed Find My First 40 Word Classified Ad.

I AM AN OPERATOR_____ JOBBER_____ MANUFACTURER_____
DISTRIBUTOR_____
Name_____
Firm_____
Address_____
City_____ State_____

FOR SALE—Arcade Equipment: Periscope, Foot-Ease, Hockey, Lite League, Rapid Fire, Super Bomber, Ace Bomber, Ten Strike, Sky Pilot, Ray Guns. Guaranteed fully reconditioned. Parts, supplies for ray guns. Amplifiers, motors, rifles repaired. COINEX CORPORATION, 1346 W. ROSCOE ST., CHICAGO 13, ILL. Tel.: GRaceland 2-0317.

FOR SALE—Fighting Irish $185; 4 Horsemen $185; Sharp Shooter $125; Select-A-Card $150; Telecard $125; College Daze $125; Sweetheart $175; Pin Bowler $175; One-Two-Three $95; Tahiti $95; Nifty $185; Just 21 $100; Wisconsin $65; South Pacific $125; Trade Winds $60; Mardi Gras $50; Williams Quarterback $100. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE — Bally Speed Bowlers, United Shuffle Express, like new $49; Bally Shuffle Champs $69; United Shuffle Alleys, ABC Bowlers, Genco Bowling Leagues and Bowlettes $27 ea.—4 for $100; Genco Advance Rolls $19; Hy-Rolls $25; Bally Double-Up $150 (used 2 months); Bally Draw Bell $100—both for $200; Jennings Challenger S-25 $189. Small crating charge on bowlers. BINGHAMTON AMUSEMENT CO., INC., 221 MAIN ST., BINGHAMTON, N. Y. Tel.: 7-1971.

FOR SALE — Wurlitzer 1100's $279.50; Wurlitzer 1015's $199.50; Seeburg Hideaways 146 $169.50; Bar Boxes of all types, from $3; Dale Gun, late model $74.50; Universal Twin $139.50; Keeney Double Bowler $169.50. We have a huge line and variety of Nationally Known Premiums, 5% discount (cash). Write us for your needs. Guaranteed Customer Satisfaction. DAN SAVAGE NOVELTY CO., 940 ELM ST., BELOIT, WIS. Tel.: COllege 2599-W.

FOR SALE—Attention Texas Operators! Will swap Shuffle bowlers, all types, arcade equipment, or new cigarette machines for: Turf Kings, Winners, Champions, Photo Finishes and Citations. Contact Jack Gorelick or Ed Randolph. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2800.

MISCELLANEOUS

NOTICE — We are exclusive factory distributors in Metropolitan New York and Northern New Jersey for Keeney Electric Cigarette Vendor. Now taking orders. Will accept trades. For prices, write: DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAgnolia 3931.

NOTICE — We are distributors for Evans' "Constellation" 40 record phonograph. Now delivering. DAVE LOWY & COMPANY, 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CH 4-5100.

NOTICE—Change to dime play. Hawley Convertor Kit for old style and new style Packard boxes. Lots of 25, $1 each; Samples $1.25. Contains new glass, dime bushings, parts for rejector. Kits also available for other five-cent boxes. Specify your needs. J. R. HAWLEY DISTRIBUTING Co., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

THIS WEEK'S USED MACHINE QUOTATIONS

How To Use "The Confidential Price Lists"

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists", rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
* Great Activity

WURLITZER

6. 24	29.50	49.50
1. 600R	35.00	75.00
1. 600K	35.00	75.00
4. 500A	39.50	69.50
4. 500K	29.50	69.50
4. 41 (Counter)	35.00	50.00
6. 51 (Counter)	30.00	45.00
4. 61 (Counter)	39.50	50.00
1. 71 (Counter)	35.00	75.00
6. 81 (Counter)	49.50	75.00
4. 700	69.50	89.50
4. 750M	89.50	109.50
1* 750E	89.50	129.50
4. 780M Colonial	95.00	129.50
4. 780E	69.50	109.50
2. 800	69.50	109.50
4. 850	49.50	79.50
2. 950	49.50	79.50
4* 1015	199.50	295.00
2. 1017 Hideaway	230.00	259.50
4* 1100	349.50	450.00
2* 1080	219.00	259.50
2. 1250	459.00	595.00
6. 300 Adapter	10.00	15.00
4. 320 Wireless Wall Box	3.50	5.00
4. 310 Wall Box 30 Wire	4.50	5.00
4. 320 2 Wire Wall Box	3.50	5.00
6. 332 2 Wire Bar Box	5.00	9.50
6. 331 2 Wire Bar Box	5.00	10.00
4. 304 2 Wire Stepper	3.50	5.00
4. Wireless Strollers	19.50	25.00
6. 430 Speaker Club with 10, 25c Box	69.50	75.00
6. 420 Speaker Cabinet	40.00	49.50
4. 3031 Wall Box	10.95	19.50
4. 3045 Wall Box	12.50	20.00
2. 3020 Wall Box	34.50	39.50
4. 3025	12.50	19.50
4. 2140 Wall Box	10.00	24.50
4. 219 Stepper	19.50	25.00
4. 100 Wall Box 5c 30 Wire	3.50	5.00
6. 100 Wall Box 10c 30 Wire	12.50	17.50
6. 111 Bar Box	3.00	10.00
4. 120 Wall Box 5c Wire	2.00	4.50
6. 305 Impulse Rec.	2.50	10.00
6. 350 Wls Speaker	17.50	29.50
4. 115 Wall Box Wire 5c Wireless	5.00	7.50
6. 135 Step Receiver	14.50	19.50
4. 145 Imp. Step Fast	4.50	7.50
6. 306 Music Transmit.	7.50	9.50
6. 130 Adapter	15.00	19.50
4. 580 Speaker	25.00	49.50
6. 123 Wall Box 5/10/25 Wireless	9.00	15.00
4. 125 Wall Box 5/10/25 Wire	2.50	6.00

SEEBURG

4. Plaza	29.50	39.50
4. Royale	25.00	39.50
4. Regal	35.00	59.00
4. Regal RC	39.50	59.50
4. Gem	35.00	49.50
2. Classic	35.00	59.50
2. Classic RC	39.50	69.50
4. Maestro	39.50	65.00
4. Mayfair	35.00	59.50
4. Mayfair RC	49.50	59.50
6. Melody King	49.50	79.50
4. Crown	39.50	59.50
6. Crown RC	49.50	79.50
4. Concert Grand	39.50	59.50
4. Colonel	49.50	59.50
4. Colonel RC	49.50	79.50
4. Concert Master	49.50	69.50
4. Concert Master RC	59.50	89.00
6. Cadet	35.00	65.00
6. Cadet RC	59.50	65.00
4. Major	49.50	59.50
4. Major RC	50.00	79.50
4. Envoy	49.50	79.50
4. Envoy RC	59.50	89.50
2. Vogue	39.50	59.50
2. Vogue RC	49.50	69.50
4. Casino	39.50	65.00
6. Casino RC	49.50	79.50
4. Commander	39.50	59.50
4. Commander RC	50.00	69.00
1. Hi Tone 9800	45.00	85.90
4. Hi Tone 9800 RC	45.00	69.50
1. Hi Tone 8800	35.00	75.00
4. Hi Tone 8800 RC	35.00	69.50
4. Hi Tone 8200	35.00	59.50
4. Hi Tone 8200 RC	35.00	69.50
2. 146S ('46)	150.00	199.00
2* 146M	169.50	239.00
2. 147S	189.50	239.00
4* 147M	215.00	325.00
2. 148S	295.00	369.00
2. 148M	325.00	369.00
2. 148ML	375.00	389.00
2. M-100-78	750.00	789.00
6. Remote Speak Organ	7.50	17.50
6. Multi Selector 12 Rec.	12.50	35.00
6. Melody Parade Bar	4.50	6.00
6. 5c Wallomatic Wireless	3.00	8.50
6. 5c Baromatic Wireless	4.50	5.00
6. 5c Wallomatic 3 Wire	2.00	8.00
4. 30 Wire Wall Box	2.00	9.50
4. 5, 10, 25c Baromatic Wire	3.00	6.95

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6. 5, 10, 25c Wallomatic 3 Wire	7.50	8.95
6. 5, 10, 25c Baromatic Wireless	6.95	8.95
6. 5, 10, 25c Wallomatic Wireless	8.50	17.50
2* 3W2 Wall-a-Matic	22.50	27.00
2* W1-L-56 Wall Box 5c	15.95	24.00
2. 3W5-L-56 Wall Box 5, 10, 25c	39.50	49.00
4. W4L-56	44.00	49.50
4. W6-L56-5/10/25 Wireless	39.00	49.50
4. Tear Drop Speaker	12.50	17.50

ROCK-OLA

6. Imperial 20	24.50	49.50
6. Imperial 16	25.00	49.50
6. Windsor	29.50	40.00
4. Monarch	25.00	49.50
6. Std. Dial-A-Tone	39.50	40.00
4. '40 Super Rockolite	39.50	69.50
6. Counter '39	19.50	39.50
4. '39 Standard	39.50	69.50
4. '39 DeLuxe	39.50	69.50
4. '40 Master Rockolite	39.50	79.50
6. '40 Counter	39.50	49.50
6. '40 Counter with Std.	49.50	54.50
4. '41 Premier	49.50	69.50
6. Wall Box	4.00	9.50
6. Bar Box	4.00	9.50
6. Spectravox '41	15.00	29.50
6. Glamour Tone Column	30.00	35.00
6. Modern Tone Column	32.50	40.00
6. Playmaster & Spectravox	49.50	69.50
4. Playmaster '46	64.50	129.50
6. Playboy	25.00	30.00
4. Commando	30.00	50.00
4* 1422 Phono ('46)	124.50	175.00
4. 1424 Phono (Hideaway)	150.00	195.00
2. 1426 Phono ('47)	179.00	225.00
4. Magic Glo (1428)	395.00	475.00
6. 1501 Wall Box	3.00	7.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	10.00	17.50
6. 1526 Bar Box	15.00	19.50
4. 1530 Wall Box	10.00	25.00
4. Dial A Tone B&W Box	2.00	5.00
6. 1805 Organ Speaker	24.50	29.00

PACKARD

2* Pla Mor Wall & Bar Box	10.00	17.50
4. Manhattan	149.00	189.50
4. Model 7 Phono	79.50	99.50
4. Hideaway Model 400	79.00	139.00
6. 1000 Speaker	48.50	75.00
6. Willow Adaptor	14.50	29.50
6. Chestnut Adaptor	15.00	25.00
6. Cedar Adaptor	15.00	29.50
6. Poplar Adaptor	15.00	27.50
6. Maple Adaptor	15.00	30.00
6. Juniper Adaptor	15.00	27.50
6. Elm Adaptor	15.00	25.00
6. Pine Adaptor	15.00	25.00
6. Beach Adaptor	15.00	27.50
6. Spruce Adaptor	17.50	29.50
6. Ash Adaptor	15.00	25.00
6. Walnut Adaptor	17.50	25.00
6. Lily Adaptor	10.00	12.50
6. Violet Speaker	10.00	15.00
6. Orchid Speaker	19.50	22.50
6. Iris Speaker	21.50	29.50

MILLS

6. Do Ri Mi	25.00	59.50
1. Panoram	150.00	250.00
4. Throne of Music	39.50	59.50
4. Empress	39.00	59.50
6. Panoram 10 Wall Box	5.00	8.50
6. Panoram Peek (Con)	195.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
2. Constellation	129.00	159.00

A M I

6. Hi-Boy (302)	49.50	55.00
6. Singing Towers (201)	39.50	99.50
6. Streamliner 5, 10, 25	39.50	79.50
6. Top Flight	25.00	39.50
6. Singing Towers (301)	39.50	99.50
4. Model A '46	349.00	395.00
4. Model B '48	425.00	475.00

BUCKLEY

4. Wall & Bar Box O. S.	3.00	5.00
4. Wall Bar Box N.S.	7.00	17.50

AIREON

4. Super Deluxe ('46)	40.00	69.50
4. Blonde Bomber	129.50	189.50
2. Fiesta	95.00	125.00
6. '47 Hideaway	119.50	195.00
1. '48 Coronet 400	119.50	150.00
6. '49 Coronet 100	275.00	299.50

CONFIDENTIAL PRICE LIST

PINBALL GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.

4. ABC Bowler	25.00	29.50
4. Ali Baba (Got 6/48)	39.50	49.50
1. Alice (Got 8/48)	39.50	45.00
4. Amber (Wm 1/47)	19.50	35.00
2* Aquacade (UN 4/49)	49.50	89.50
2. Arizona (Un 5/50)	100.00	129.50
4. Baby Face (Un 1/49)	39.50	65.00
1. Baffle Card (Got 10/46)	10.00	17.50
2. Ballerina (B 48)	44.50	59.50
4. Ballyhoo (B 47)	19.50	29.50
4. Band Leader	55.00	79.50
2. Banjo	34.50	45.00
1. Bank-A-Ball (Got)	85.00	125.00
4. Barnacle Bill (Got 8/48)	49.50	64.50
1. Basketball (Got 10/49)	100.00	119.50
1* Be Bop (Ex)	75.00	129.00
4. Bermuda (CC 11/47)	29.50	49.50
4. Big League (B 46)	14.50	19.50
6. Big Prize	10.00	30.00
6. Big Time	32.50	39.50
4. Big Top	69.50	79.50
1. Black Gold	69.50	79.50
4. Blue Skies (Un 11/48)	39.50	54.50
4. Bonanza (Wm 11/47)	12.50	15.00
4. Boston (Wm 5/49)	79.50	104.50
4. Bowling Champ (Got 2/49)	64.50	89.50
6. Bowling League (Got 8/47)	12.50	24.50
4. Broncho	19.50	35.00
4. Buffalo Bill (Got 5/50)	50.00	79.50
4. Buccaneer (Got 10/48)	45.00	69.50
4. Build Up	35.00	49.50
4. Buttons & Bows (Got 3/49)	49.50	79.50
4. Camel Caravan	79.50	125.00
2. Canasta (Ge 7/50)	72.50	119.50
4. Caribbean (Un 3/48)	15.00	24.50
4. Carnival (B 48)	49.50	69.50
1. Carolina (Un 3/49)	49.50	69.50
4. Carousel	15.00	29.50
4. Catalina (CC 2/48)	29.50	49.50
2* Champion (B 48)	100.00	200.00
4. Champion (CC 6/49)	79.50	99.50
4. Chico	39.50	69.50
4. Cinderella (Got 3/47)	29.50	49.50
3* Citation (B 48)	65.00	150.00
6. Cleopatra	19.50	34.50
4. Club Trophy	29.50	49.50
3. College Daze (Got 8/49)	89.50	104.50
2. Contact	25.00	34.50
4. Contest	29.50	39.50
4. Cover Girl	29.50	45.00
4. Crazy Ball (CC 7/48)	29.50	45.00
4. Dallas (Wm 2/49)	65.00	79.50
6. Dark Horse	10.00	15.00
4. De Icer (Wm 11/49)	75.00	125.00
2* Dew Wa Ditty (Wm 6/48)	35.00	49.50
6. Double Barrel (B 47)	10.00	19.50
2. Dbl. Feature (Got 12/50)	125.00	149.50
3. Double Shuffle (Got 6/49)	49.50	95.00
4. Dreamy (Wm 3/50)	99.50	115.00
6. Drum Major	25.00	34.50
4. Dynamite (Wm 10/46)	10.00	14.50
4. Entry (B '47)	35.00	65.00
4. El Paso (Wm 11/48)	69.00	79.50
4. Fast Ball	10.00	15.00
6. Fiesta	14.50	19.50
2. Fighting Irish (CC 10/50)	100.00	119.50
4. Flamingo (Wm 7/47)	14.50	25.00
4. Floating Power	54.50	69.50
1. Flying Saucers (Ge 12/50)	129.50	139.50
6. Flying Trapeze (Got 9/47)	14.50	19.50
6. Football (CC 8/49)	79.50	105.00
2. 4 Horsemen (Got 9/50)	144.50	154.50
4. Freshie (Wm 9/49)	85.00	100.00
2. Georgia (Wm 9/50)	125.00	145.00
4. Ginger (Wm 10/47)	10.00	15.00
2. Gin Rummy	79.50	100.00
2. Gizmo (Wm 8/48)	29.50	44.50
6. Glamour	24.50	29.50
2* Gold Cup (B '48)	40.00	89.50
4. Gold Mine	29.50	49.50
4. Golden Gloves (CC 7/49)	89.50	99.50
4. Gondola	49.50	64.50
2. Grand Award (CC 1/49)	44.50	59.50
3. Harvest Moon (Got 12/48)	49.00	79.50
2. Harvest Time (Ge 9/50)	99.50	145.00
4. Havana (Un 3/47)	14.50	25.00
4. Hawaii (UN 8/47)	10.00	25.00
4. Hi Ride	19.50	39.50
4. Hit Parade	29.50	44.50
4. Holiday (CC 12/48)	44.50	70.00
4. Hot Rods (B '49)	99.50	149.50
4* Humpty Dumpty (Got 10/47)	29.50	49.50
4. Jack 'N Jill (Got 4/48)	29.50	49.50
4. Jamboree	34.50	49.50
4. Jeanie (Ex 7/50)	119.50	135.00
3* Jockey Special (B '47)	49.50	69.50
1. Joker (Got 11/50)	144.50	154.50
4. Judy (Ex 7/50)	135.00	155.00
3. Just 21 (Got 1/50)	35.00	79.50
4. K. C. Jones	119.50	129.50
4. Kilroy (CC 1/47)	10.00	20.00
2. King Arthur (Got 10/49)	75.00	109.50
1. King Cole (Got 5/48)	34.50	55.00
2* Knockout (Got 1/51)	110.00	150.00
2* Lady Robin Hood (Got 1/48)	24.50	49.50
4. Leap Year	25.00	49.50
6. Line Up	25.50	29.50
1. Lucky Inning (Wm 5/50)	99.50	135.00
4. Lucky Star (Got 5/47)	25.00	45.00
2. Mad. Sq. Garden (Got 6/50)	110.00	140.00
4. Magic	39.50	54.50
6. Maise (Got 3/47)	14.50	25.50
4. Majors '49 (CC 2/49)	35.00	79.50
2. Major League Baseball	29.50	39.50
2. Manhattan (Un 2/48)	24.50	39.50
4. Mardi Gras	39.50	50.00
4. Marjorie (Got 7/47)	19.50	29.50
2. Maryland (Wm 4/49)	75.00	99.50
4. Merry Widow	39.50	54.50
4. Melody (B 47)	20.00	30.00
2. Mercury (Ge)	79.50	99.50
4. Metro	17.50	27.50
6. Mexico (Un 6/47)	14.50	19.50
6. Miami Beach	15.95	19.50
3. Minstrel Man (Got 3/51)	140.00	165.00
6. Miss America (Got 1/47)	12.50	24.50
6. Monicker	10.00	17.50
2. Monterrey (Un 5/48)	27.50	49.50
1. Moon Glow (Un 12/48)	39.50	55.00
4. Morocco	35.00	49.50
4. Mystery	10.00	15.00
4. Nevada (Un 10/47)	15.00	25.00
2. Nifty (Wm 12/50)	139.50	159.50
4. Nudgy (B 47)	25.00	39.50
6. Oh Boy	15.00	29.50
2. Oklahoma (Un 6/49)	79.50	99.50
4. Old Faithful (Got 1/50)	89.50	125.00
2. One Two Three	59.00	79.50
6. Opportunity	14.50	19.50
6. Oscar	19.50	25.00
4. Paradise (Un 7/48)	35.00	49.50
2. Phoenix	24.50	39.50
2* Photo Finish	90.00	195.00
6. Pimlico	15.00	32.50
1. Pin Bowler (CC 7/50)	129.50	149.50
4. Pinch Hitter (Un 5/49)	39.50	59.50
2. Pinky (Wm 10/50)	139.50	145.00
6. Pin Up Girl	15.00	29.50
2. Play Ball (CC 1/51)	65.00	79.50
4. Play Boy (CC 5/47)	15.00	45.00
2. Playland (Ex 8/50)	90.00	135.00
4. Playtime (Ex)	79.50	95.00
1. Puddin Head	44.50	55.00
4. Punchy (CC 11/50)	159.50	174.50
2. Rag Mop (Wm 11/50)	135.00	149.50
4. Rainbow (Wm 9/48)	45.00	54.50
2. Ramona (Un 2/49)	29.50	59.50
4. Rancho (B 48)	35.00	45.00
6. Ranger	10.00	15.00
6. Record Time	22.50	59.50
2. Red Shoes (Un 12/50)	114.50	139.50
6. Repeater	17.50	29.50
4. Rio (Un 12/46)	15.00	20.00
4. Rip Snorter (Ge)	95.00	109.50
6. Riviera	14.50	25.00
1* Rocket (Ge 5/50)	100.00	145.00
4. Rockettes (Got 8/50)	95.00	130.00
4. Rondevoo (Un 5/48)	30.00	49.50
4. Round Up (Got 11/48)	39.50	59.50
4. St. Louis (Wm 2/49)	65.00	79.50
4. Sally (CC 10/48)	30.00	54.50
1. Samba	65.00	97.50
2. Saratoga (Wm 10/48)	39.50	64.50
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50
3. Screwball	19.50	55.00
4. Sea Hawk	15.00	22.00
6. Sea Isle (CC 11/47)	14.50	39.50
2. Select-A-Card (Got 4/50)	60.00	125.00
1. Serenade (Un 12/48)	39.50	54.50
2. Shanghai (CC 4/48)	34.50	49.50
1. Shantytown	109.50	119.50
2. Sharpshooter (Got 5/49)	84.50	99.50
4. Shoo Shoo (Wm 2/51)	149.50	169.50
6. Shooting Stars	19.50	35.00
4. Short Stop	20.00	45.00
4. Show Boat (Un 1/49)	34.50	49.50
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	19.50	29.50
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
6. Slugger	14.50	19.50
4. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
3* South Pacific (Ge 3/50)	69.50	129.00
6. South Paw	15.00	19.50
6. South Seas	10.00	17.50
1. Special Entry (B '49)	40.00	55.00
6. Speed Ball	14.50	32.50
6. Speed Demon	15.00	29.50
2. Speedway (Wm 9/48)	34.50	49.50
4. Spellbound (CC 5/46)	10.00	14.50
4. Spinball (CC 5/48)	29.50	39.50
4. Spot Bowler (Got 10/50)	139.50	169.50
4. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
6. Sports Parade	12.50	15.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
6. Stage Door Canteen	10.00	14.50
6. Stars	15.00	19.50
4. Stardust (Un 5/48)	39.50	49.50
4. Starlite	10.00	49.50
4. State Fair	10.00	14.50
6. Step Up	10.00	14.50
2. Stop & Go (Ge 3/51)	115.00	149.50
4. Stormy (Wm 1/48)	29.50	49.50
6. Stratoliner	14.50	17.50
6. Streamliner	10.00	14.50
4. Summertime (Un 9/48)	30.00	49.50
6. Sun Beam	19.50	29.50
4. Sunny (Wm 12/47)	29.50	49.50
6. Supercharger	15.00	24.50
2. Super Hockey	47.50	79.50
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
4. Surf Queen (B '46)	10.00	15.00
4. Suspense (Wm 2/46)	29.50	49.50
4. Swanee	49.50	59.50
3. Sweetheart (Wm 7/50)	125.00	149.50
1. Tahiti (CC 10/49)	79.50	109.50
4. Tally Ho	19.50	39.50
4. Tampico (Un 7/49)	69.50	79.50
6. Target Skill	12.50	19.50
2* Telecard (Got 1/49)	39.50	79.50
4. Temptation	49.50	64.50
4. Tennessee (Wm 2/48)	29.50	49.50
4. Thing (CC 2/51)	129.50	159.50
1. Three Feathers	59.50	79.50
4. Three Musketeers (Got 7/49)	115.00	125.00
4. Thrill (CC 9/48)	29.50	39.50
6. Topic	10.00	17.50
4. Tornado (Wm 4/47)	12.50	17.50
4. Torchy (Wm 6/47)	10.00	35.00
6. Towers	12.50	15.00
2* Trade Winds	34.50	49.50
6. Treasure Chest	14.50	30.00
4* Trinidad (CC 3/48)	29.50	49.50
4. Triple Action	29.50	34.50
2. Triplets (Got 7/50)	139.50	154.50
2* Tri-Score (Ge 1/51)	95.00	135.00
4. Trophy (B '48)	95.00	119.50
4. Tropicana (Un 1/48)	14.50	29.50
2. Tucson (Wm 1/49)	69.50	89.50
4. Tumbleweed	100.00	115.00
4. Turf Champ	24.50	39.50
7. Turf King (B 6/50)	235.00	325.00
2. Utah (Un 8/49)	39.50	99.50
6. Vanities	10.00	25.00
2. Victory Special (B '46)	30.00	49.50
4. Virginia (Wm 3/48)	29.50	39.50
6. West Wind	15.00	20.00
6. Wild Fire	19.50	30.00
2. Winner (Univ.)	225.00	275.00
2* Wisconsin (Un 3/48)	19.50	49.50
6. Yankee Doodle	15.00	19.50
4. Yanks (Wm 4/48)	30.00	49.50
6. Zig Zag	12.50	19.50

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CONFIDENTIAL PRICE LIST — ROLL DOWNS

4. ABC Roll Down	24.50	35.00
6. Arrows	15.00	40.00
4. Auto Roll	24.50	35.00
4. Bermuda	25.00	35.00
4. Big City	10.00	35.00
4. Bing-A-Roll	49.50	85.00
6. Bonus Roll	25.00	49.50
6. Buccaneer	49.50	64.50
6. Champion Roll	15.00	29.50
6. Chicoin Roll Down	19.50	54.50
1. Genco Advance Roll	19.50	45.00
4. Genco Total Roll	19.50	39.50
6. Hawaii Roll Down	10.00	24.50
4. Hy-Roll	49.50	89.00
6. Melody	20.00	35.00
6. One World	40.00	49.50
4. Pro-Score	25.00	50.00
4. Singapore	10.00	29.50
4. Sportsman Roll	10.00	20.00
6. Super Score	35.00	49.50
6. Super Triangle	15.00	35.00
4. Tally Roll	19.50	39.50

CONFIDENTIAL PRICE LIST — SHUFFLES — REBOUNDS

4. Bally Hook Bowler	265.00	285.00
3* Bally Shuffle Champ	75.00	145.00
3* Bally Shuffle-Bowler	25.00	59.50
2* Bally Speed Bowler	50.00	100.00
4. California Shuffle Pins	30.00	40.00
4. ChiCoin Bango	15.00	49.50
6. ChiCoin Beacon	35.00	49.50
2* ChiCoin Bowling Alley	39.00	65.00
2. ChiCoin Alley w/con	39.50	69.50
4. ChiCoin Ace Bowl	120.00	150.00
3* ChiCoin Bowl Classic	119.50	145.00
4. ChiCoin Rebound	10.00	29.50
4. ChiCoin Shuffle Baseball	50.00	75.00
2. ChiCoin Trophy	95.00	150.00
4. Exhibit Strike	60.00	99.50
4. Genco Bowling League	25.00	35.00
4. Genco Glider	22.50	44.50
4. Genco Baseball	59.00	99.50
3* Gottlieb Bowlette	34.50	69.50
4. Keeney ABC Bowler	60.00	69.50
2. Keeney Line Up	22.50	39.50
2. Keeney King Pin	59.50	89.50
2. Keeney Pin Boy	32.50	49.50
4. Keeney Ten Pins	34.50	49.50
4. Keeney Lucky Strike	89.50	100.00
4* Keeney Dbl. Bowler	149.50	175.00
1. Keeney League Bowl	269.50	289.50
4. Keeney Duck Pins	139.50	159.50
4. Rock-Ola Shuffle Jungle	25.00	55.00
4. Rock-Ola Shuffle-Lane	25.00	50.00
4. Un. Dbl. Shuffle	70.00	99.50
4* United Shuffle Alley	15.00	39.50
2. Un. Shuffle w conv.	45.00	59.50
3* Un. Shuffle Alley Exp.	74.50	95.00
4. Un. 2-play Express	149.50	199.50
4. Un. Sin. Rebound	169.50	199.50
4* Un. Twin Rebound	195.00	235.00
2. United Shuffle Skill	35.00	44.50
4. United Super-Shuffle	25.00	49.50
4. United Slugger	159.50	165.00
4. United Skee Alley	125.00	175.00
2. Un. 4-Player	275.00	295.00
3* Univ. Super Twin	85.00	145.00
2* Universal Twin Bowler	45.00	129.50
1. Williams DeLuxe Bowler	69.50	79.50
2. Williams Twin Shuffle	15.00	34.50
4. Williams Single Bowler	25.00	50.00
3* Williams Bbl. Head	125.00	149.50

CONFIDENTIAL PRICE LIST — ARCADE EQUIPMENT

4. Allite Strikes 'N Spares	39.50	149.50
4. Boomerang	45.00	85.00
2. Bally Big Inning	149.00	185.00
4. Bally Bowler	165.00	189.50
4. Bally Convoy	47.50	95.00
4. Bally Defender	50.00	95.00
6. Bally Eagle Eye	39.50	49.50
2. Bally Heavy Hitter	59.50	75.00
6. Bally King Pin	35.00	45.00
6. Bally Lucky Strike	45.00	79.50
4. Bally Rapid Fire	69.00	85.00
4. Bally Sky Battle	49.50	95.00
4. Bally Torpedo	49.50	95.00
4. Bally Undersea Raider	59.50	100.00
6. Bank Ball	59.50	150.00
6. Bowling League	35.00	49.50
4. Buckley DeLuxe Dig	119.50	149.50
4. Buckley Treas Is Dig	95.00	110.00
6. Champion Hockey	40.00	65.00
2. ChiCoin Basketball Champ	159.50	195.00
4* ChiCoin Goalee	85.00	125.00
4. Chicoin Hockey	69.50	95.00
4. Chi Midget Skee	135.00	195.00
4. ChiCoin Pistol	119.50	150.00
6. ChiCoin Roll-A-Score	39.50	75.00
4. Edelco Pool Table	49.50	75.00
4. Evans Bat-A-Score	175.00	225.00
4. Evans In The Barrel	30.00	52.50
4. Evans Super Bomber	50.00	95.00
4. Evans Play Ball	59.50	75.00
4. Evans Ten Strike '46	39.50	75.00
4. Evans Tommy Gun	49.50	100.00
4* Exhibit Dale Gun	69.50	95.00
4. Exhibit Rotary Mdsr.	175.00	275.00
1. Exhibit Silver Bullets	165.00	195.00
4. Exhibit Merchantman Roll Ch Digger	85.00	99.50
4. Exhibit Vitalizer	69.50	95.00
6. Genco Bank Roll	24.50	65.00
6. Genco Play Ball	29.50	74.50
4. Groetchen Met. Typer	79.50	149.50
6. Hoop-A-Roll	24.50	49.50
4. Jack Rabbit	69.50	109.50
4. Keeney Air Raider	69.50	125.00
6. Keeney Anti Aircraft Br	15.00	25.00
6. Keeney Anti Aircraft Bl	15.00	50.00
4. Keeney Sub Gun	79.50	89.50
4. Keeney Texas Leaguer	30.00	59.50
6. Kirk Night Bomber	75.00	145.00
4. Lite League	50.00	95.00
4. Mutoscope Ace Bomber	79.50	150.00
4. Muto. Atomic Bomber	95.00	150.00
4. Mutoscope Dr. Mobile	95.00	150.00
2. Mutoscope Photomatic (Pre-War)	175.00	350.00
4. Mutoscope Sky Fighter	79.50	125.00
4. QT Pool Table	89.50	100.00
4. Quizzer	79.50	125.00
6. Rockola Ten Pins LD	19.50	49.50
6. Rockola Ten Pins HD	25.00	49.50
4. Rockola World Series	50.00	100.00
4. Scientific Baseball	49.50	75.00
4. Scientific Basketball	59.50	75.00
4. Scientific Batting Pr.	49.50	79.50
4. Scientific Pitch 'Em	150.00	225.00
2* Seeburg Bear Gun	275.00	375.00
4. Seeburg Chicken Sam	69.50	109.50
4. Seeburg Shoot the Cbute	25.00	95.00
4. Skee Barrell Roll	25.00	49.50
6. Skill Jump	25.00	39.50
6. Super Torpedo	25.00	79.50
6. Supreme Bolascore	40.00	125.00
6. Supreme-Skee Roll	20.00	75.00
6. Supreme Skill Roll	20.00	69.50
4. Supreme Rocket Buster	45.00	65.00
6. Tail Gunner	30.00	49.50
4. Telequiz	119.50	145.00
4. Un. Team Hockey	99.50	169.50
4. Warner Voice Record	49.50	69.50
6. Western Baseball '39	20.00	49.50
4. Western Baseball '40	49.50	85.00
4. Whizz	15.00	49.50
2. Wilcox-Gay Recordio	119.50	175.00
4* Williams All Stars	69.50	125.00
4. Williams Box Score	39.50	65.00
4* Williams Star Series	100.00	165.00
4. Williams Quarterback	60.00	100.00
4. Wurlitzer Skeeball	75.00	150.00

CONVERSIONS

If you are at present converting older machines into later type models, please notify *The Cash Box* immediately. The new names of your machines will be listed here along with the names of the original machines from which they were converted.

AMCO ENGINEERING, INC.
Bally Champion to Longshot

NATE SCHNELLER, INC.
Gottlieb 21 to Bingo Bango

MANUFACTURERS NEW EQUIPMENT

Equipment listed here is currently in production. Prices listed are manufacturer's list prices.

AMI, INC.

Model "C" Phonograph	$795.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

BALLY MANUFACTURING CO.

Turf King	$695.00
Bally Baseball	429.50
Bright Lights	545.00

BUCKLEY MANUFACTURING CO.

Buckley Wall & Bar Box	$24.50

CHICAGO COIN MACHINE CO.

Band Box
Horse-Shoes
Hit Parade Phonograph

COMO MFG. CORP.

Stadium	$285.50
Hollycrane	795.00

H. C. EVANS & CO.

Constellation Phonograph

THE EXHIBIT SUPPLY CO.

Big Bronco
Gun Patrol
Silent Sales Card Vendor
Pony Express

GENCO MFG. & SALES CO.

Shuffle Target

D. GOTTLIEB & CO.

Mermaid	$294.50

J. H. KEENEY & CO., INC.

Lite-A-Line	
Big League Bowler	
All-Electric Cigarette Vendor	$259.50
All-Electric Cigarette Vendor with Changemaker	277.00
Penny Inserter	119.50
Four Way Bowler Conversion	350.00
Match Bowler Conversion	379.50
Divydend	69.50

ROCK-OLA MFG. CORP.

"Rocket '51-50" Phonograph (Model 1432)	$798.40
Model 1538 5c-10c-25c Wall Box	59.50
Model 1536 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

(All Prices F.O.B. Factory, Chicago)

UNITED MANUFACTURING CO.

6 Player Shuffle-Alley	
A-B-C	$525.00
Five-Player Shuffle Alley	430.00

UNIVERSAL INDUSTRIES, INC.

DeLuxe Twin Bowler	375.00
5 Star	

WILLIAMS MANUFACTURING CO.

Music Mite Phonograph
Hayburners

THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph
Model "1450" Phonograph
Model 4851 5c-10c-25c Wall Box (48 Selections)
Model 5100 8" Speaker
Model 5110 12" DeLuxe Speaker

NOTICE

In view of the national inactivity of Bells, Consoles and Automatics, price lists of this type equipment have been removed.

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UNITED'S

6 Player Shuffle-Alley

Larger Group Play for Greater Earnings

1, 2, 3, 4, 5 or 6 Can Play!

10¢ PER GAME... EACH PLAYER

FAST REBOUND ACTION

(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS

Easy to Service

SIZES — 8 FT. BY 2 FT. / 9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY

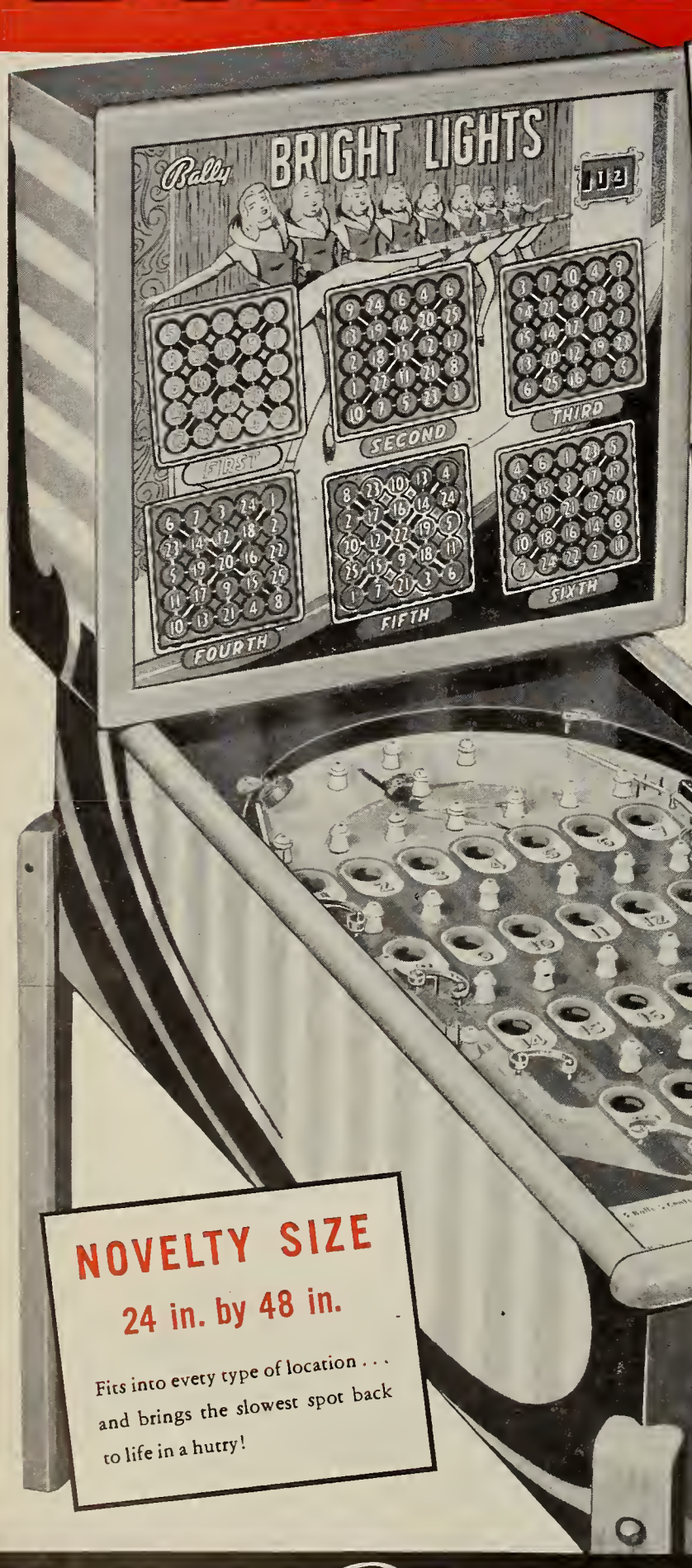
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

Fastest 5-Ball Game in Years!

Bally®

BRIGHT LIGHTS



EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

Playets can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections . . . a new playets's choice feature that insures extra earning-power and profits never befote known in the novelty field.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory . . . or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoting success or a neat miss. "Came-Close" appeal excites the try-again spirit that insures repeat-play. Although playet scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play . . . big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location . . . and brings the slowest spot back to life in a hutry!

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright . . . get BRIGHT LIGHTS now!

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